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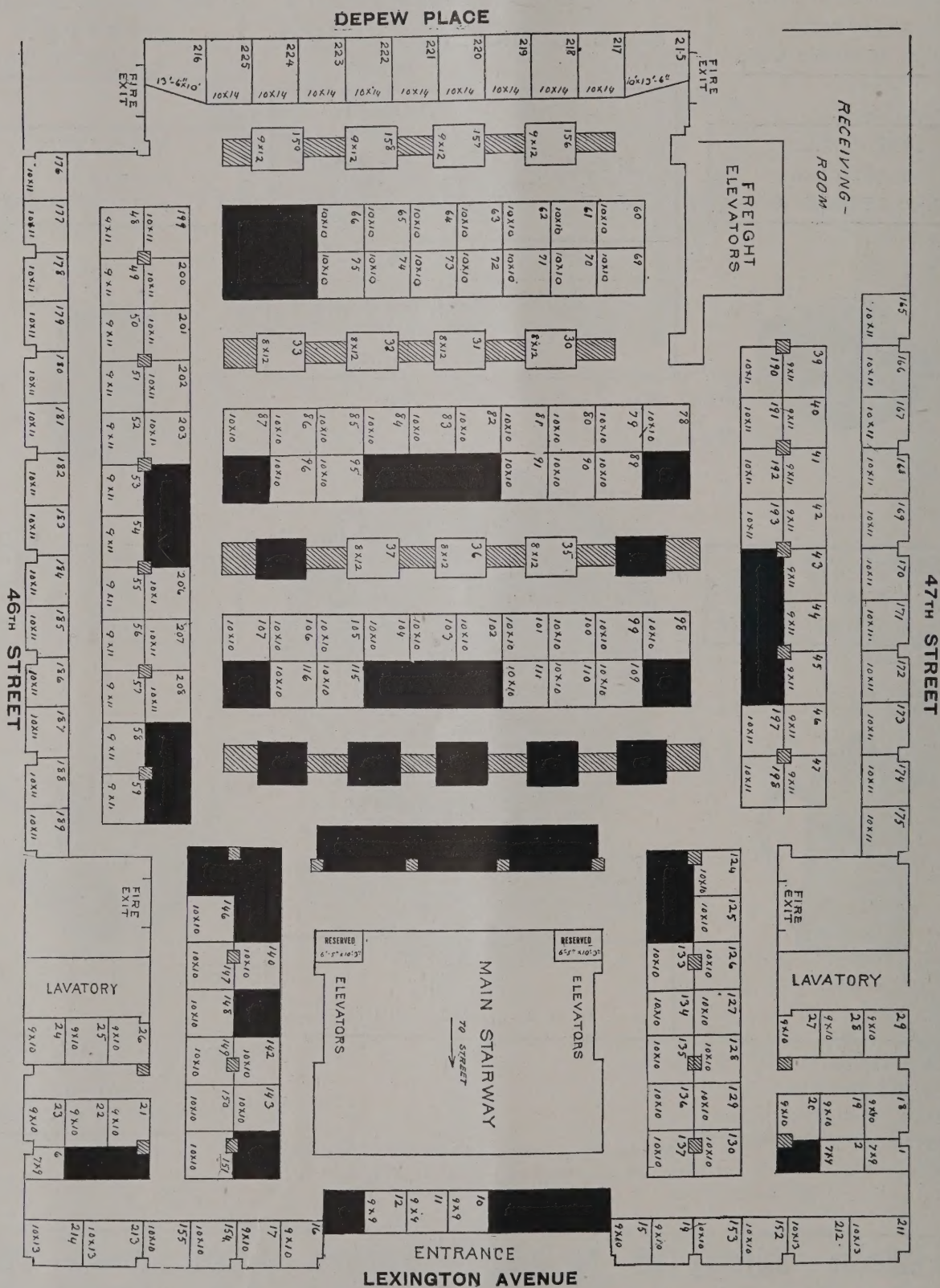
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The National Housefurnishing Trade Exhibits, Inc.



GRAND CENTRAL PALACE, NEW YORK
Home of the House Furnishing Exhibits

Direct Sales Exhibition of House Furnishings, Crockery, Glass and Allied Lines

TO BE HELD AT THE NEW

Grand Central Palace
August 22 to 31, 1912

The Trade Exhibition Pays Big Dividends

Sometimes a single sentence in the course of conversation points a truth that an hour's lecture will not drive home. Such a sentence fell from the lips of a man who made a big exhibit of imported enameled ware in Scott's First Show. Said he, "That display cost me 4% of my sales at the exhibition, including not only my space, but also my expense account for my salesmen, hotel, souvenirs, etc."

The experience of this man who knows justifies our claim that the trade exhibition is the cheapest sales method known, and pays dividends.

¶ Every manufacturer in the trade—and every manufacturer's representative—has one primary object constantly before him—namely, to increase the sales of his products from year to year.

¶ Every other trade but the house furnishings, crockery and glass trade, has its exhibitions, supported by the leading and representative manufacturers in the trade.

¶ The New Grand Central Palace is a monument to the success of these trade exhibitions; 367 manufacturers of furniture exhibited at the last semi-annual exhibition, which was attended by nearly 3,000 retail dealers whose aggregate rating is over \$648,000,000, AND WHO PURCHASED 85 PER CENT. OF THE GOODS BOUGHT IN THE NEW YORK MARKET AT THE EXHIBITION.

¶ What is true of the furniture trade is true of the annual automobile trade exhibitions, including both the commercial and the pleasure vehicles. These exhibitions are representative of ALL THE LEADING MAKES ON THE MARKET. The result has been that these exhibitions are famous the country over, bring in the public from all sections of the nation, and, more important still, MAKE IT ABSOLUTELY NECESSARY THAT THE DEALERS IN THE TRADE ATTEND THESE EXHIBITIONS

FROM MAINE TO CALIFORNIA IN ORDER TO KEEP POSTED ON THE NEW MODELS FOR THE APPROACHING SEASON.

¶ What has been done in the automobile industry can readily be done in the house furnishings, crockery and glass trade. The leading manufacturers by getting together and co-operating with us, make it equally necessary for dealers, both wholesale and retail, to attend the National House Furnishing Trade Exhibition—particularly.

The Fall Direct Sales Exposition to be held in the New Grand Central Palace during the ten days from August 22-31, 1912.

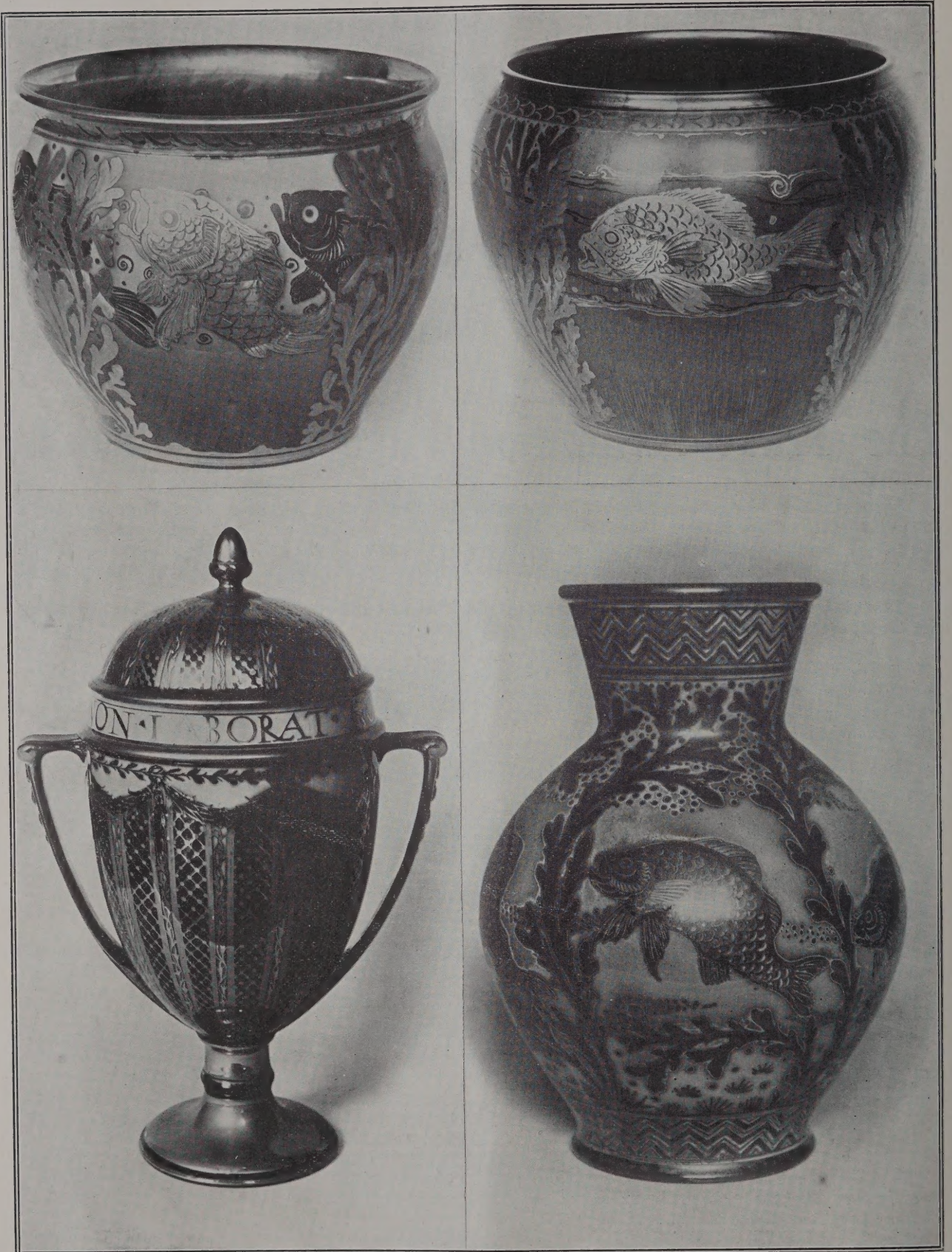
¶ Remember, 4 per cent. of your sales at the exhibition will bring you face to face with hundreds of the biggest and best-rated buyers and merchants during the height of the Spring and Fall buying seasons where you can show your samples and make direct sales, not merely to your regular trade, but particularly to buyers and merchants who have never before visited your showrooms or stocked your goods.

¶ Make appointment for our "get together" proposition on terms advantageous to every exhibitor.

The National House Furnishing Trade Exhibits, Inc.

Telephones, Madison Square 2021-2022

117-119 East 24th Street, NEW YORK CITY



Some new shapes and lustres in Lancastrian ware

POTTERY & GLASS

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The Modest Jug and the Homely Teapot

IN WHICH OUR TECHNICAL EDITOR HAS PUT ASIDE CONES, JIGGERS, AND GLAZE TO BRANCH INTO THE DISCUSSION OF A SUBJECT THAT HAS HUMAN INTEREST FOR ALL

BY CHARLES F. BINNS.

EVERYONE remembers the old cable jug; humble yet graceful in form, handy and easily cleaned, it well deserved its long period of popularity. But the demand for novelty resulted in other and more florid shapes; jugs with spreading foot and high shoulder; jugs which were hard to clean and which must be inverted before they could be emptied; jugs with ill-balanced and uncomfortable handles—but new. New in shape and for the most part unfit in form.

And yet there is a demand for good jugs. No careful housewife can resist the call of a “cunning” or a “clever” jug. Novelty of form is not the most essential thing. A jug is made, or should be made, for satisfaction in use. A smooth and regular line inside, a mouth wide enough for the hand, or in small sizes for a mop, a handle by which balance is maintained, be the vessel full or empty, and a lip which never by any chance dribbles. These are the essentials of a perfect jug, and perfection such as this is art.

The casting process does not make for good quality in a jug, because in this method every irregularity on the outside is repeated within. This is especially noticeable in the foot. Any kind of a raised or flanged foot will produce a trench on the inside which is very difficult to clean, and which, from its position, is the most likely place for dirt to gather. The pressed jug is free from this objection. The inside being finished with rubber or sponge, no hollows are left, so that the surface is smooth and sanitary. Of course, it is possible to design a jug which will be satisfactory when cast, but there are not many in existence. The designer looks only at the outside line and decorative embossment and forgets the effect of manufacturing method. The manufacturer seeks the easiest and most satisfactory method of making, but the two should work together each in the knowledge

of the other's plans. Then wares will be produced which are effective and practicable.

Almost the same things may be said of teapots, except that the teapot is somewhat of a foreigner. Ever since the days of the historic Boston tea party there has been a lingering idea that it is unpatriotic to drink tea. Possibly the way the tea is made has something to do with this notion, but of this more anon.

The ideal teapot has no especial shape except that it should be free from oddities of line. An old lady in an English village was being visited by the parson, who took her to task for non-attendance at church.

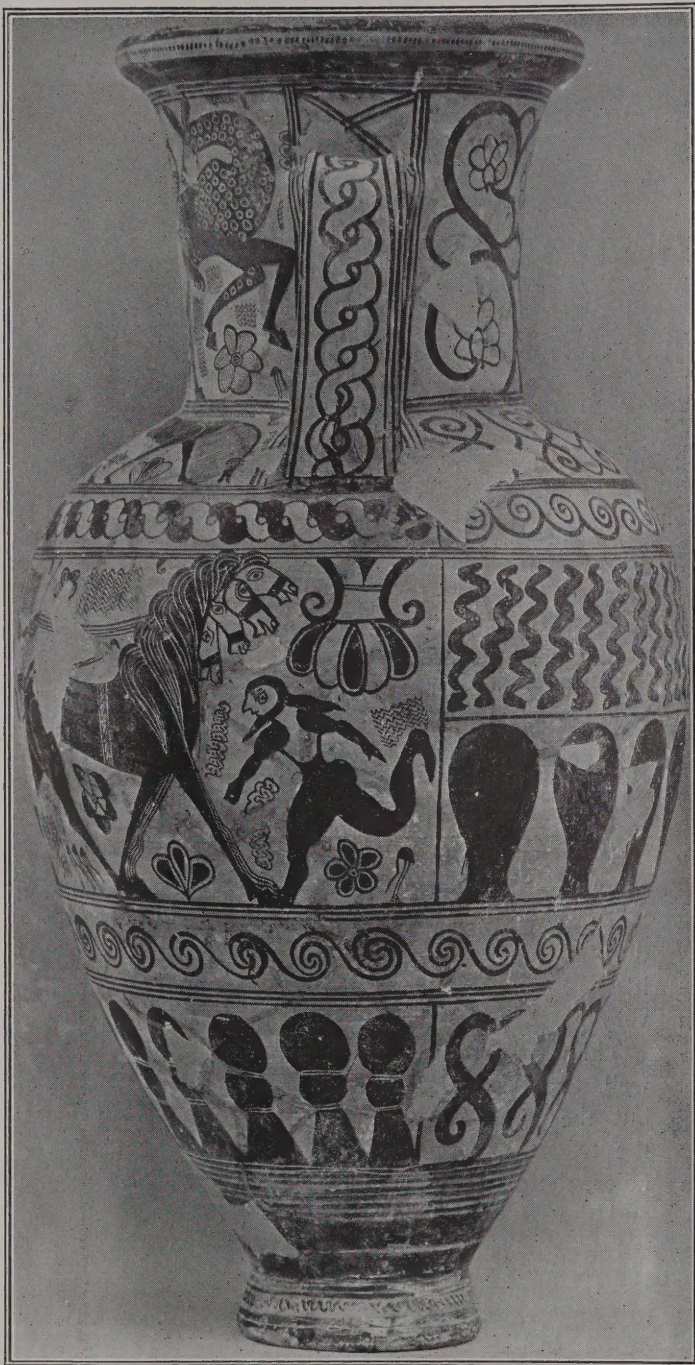
“Well, your reverence,” she answered, “it’s like this. I broke my old teapot last week and I had to buy a new one. I make the tea the same as I always did, but the new pot won’t pour. And I says, says I, it’s like some of the parsons. What’s in ’em may be very good, but they’ve a shocking bad delivery.”

This is the supreme test of a teapot—it must pour well. To this end, not only must the delivery be good, but the handle must balance well, the grid inside the teapot must be large in area with rather small holes, the air hole in the cover must be large enough and the cover itself must not fall off when the teapot is tilted. In teapots the potter has a monopoly if he will rise to the occasion. Coffee may be made in a metal pot, but tea—the powers forbid! In view of the fact that the potter owes a heavy debt to the tea drinker it may be permitted, even in a trade journal, to enlarge a little upon “the cup that cheers but not inebriates.”

Both tea and teacups came originally from China, hence their intimate connection. Western nations have, however, established a taste and a method of their own. Especially is this true of England, where the evening meal is named “tea” whatever may be the beverage. The English prefer black tea, though “English breakfast tea” is a delusion and a snare.

The best black tea comes from Ceylon, the little island of the "spicy breezes" in the well-known hymn. The best teapots are of no especial make, except that those from England are more to the manner born, for the Englishman takes to the teapot as the American to the coffee pot. But the proof of the tea is the making. First let us see how not to do it. Take a tea kettle of enameled iron or of copper, throw into it a

Now for the more excellent way. Fill the kettle with water; the same kettle will do if it has been properly cleansed. Set it on the fire and have the water "mad boiling." Take a generous teapot of brown earthenware and pour into it a little of the boiling water so as to make the pot thoroughly hot. Pour this water away and put in a tablespoonful of black Ceylon tea. Fill the teapot up at once with the boiling water and set it aside in a warm place for five minutes. Pour out into warmed teacups and serve to your friends. Tea made like this may be drunk clear or with a slice of lemon or with cream. Sugar also if preferred, but it is not necessary. The English housewife has always at hand a "tea cosy," a padded hood to cover the teapot and preserve the heat. Tea should never be allowed to stand or soak. If it must be kept, pour off the liquor into a clean pot which has already been heated. In this way the bitter extract of the leaves is avoided.



Early Attic vase of the seventh century B. C., recently acquired by the Metropolitan Museum of Art, New York

handful or two of green tea and a cup of water and set it aside to soak for fifteen minutes. Then fill the kettle with water and put it on the fire to boil. When well boiled cool off and pour into cold cups. This will provide you with a nauseous and noxious drink which no amount of cream and sugar will disguise or render palatable.

Early Attic Vase Acquired by Metropolitan Museum

THE ceramic and metalwork collections at the Metropolitan Museum of Art have been materially increased during the past month by the addition, both by purchase and gifts of several interesting numbers. One of the most interesting is an early Attic vase, seventh century B. C., which ranks as one of the most important specimens known. This vase is, like the majority of this class, of the amphora shape and is three feet six and three-quarter inches high. Its large size and the fact that it was clearly intended to be viewed from one side would seem to indicate that it was placed on a tomb like some Dipylon vases. The surface is richly decorated, both front and back, the figured representations being on the front only. The decorations, while crude, show a distinct artistic conception, the colorings being in red and black on a buff ground.

In metalwork five silver tankards of German origin were secured by purchase; one in particular chased with a succession of cupids with Cupid as a final, with richly moulded handle, made by S. Hamburg, seventeenth century, is worthy of special attention. Another recent addition is a large Apulian vase, fourth century, B. C., a typical example of the magnificent but somewhat overdecorated vases turned out by the Greek colonists of southern Italy after the importing of Athenian vases had been stopped and they had to depend upon their own resources to supply the demand which naturally continued.

The salesman who decides to have a good time as he goes along won't get very far along.

There is dead stock on your shelves that will never bring you anything until you make up your mind to take a bigger loss on it than you now think you can afford.

Gunning for the Small Merchant

SOME time ago a well known firm of manufacturers had occasion to go over their books for a period covering somewhat more than ten years. In the process of figuring, totals were taken and the growth and development of the business was examined year by year. The one great fact which struck the firm, almost as a blow between the eyes, was that over 60 per cent. of their business had been done with small firms whose patronage they had not sought while the well known firms upon whom they had earnestly and steadily concentrated their guns of salesmanship had consumed a scant 40 per cent. of their output.

It was a revelation to them; and well it might be. Here they had been turning their selling force into a field that annually yielded results considerably less than those they received unsolicited from other directions.

To use a slang expression, they promptly sat up and took notice. They figured, called in their best men, and went over the proposition thoroughly. In the end it figured out quite psychologically and reasonably, and a great light dawned upon them.

In direct competition with them in their field there were probably twenty or thirty other big firms, each and every one of which was doing its utmost to sell the leading retailers throughout the country. All the while, however, the great mass of small concerns, the rank and file, were left severely alone to shift for themselves and buy their goods where best they might. Each one of the big retailers, be it understood were hounded by representatives from each of the thirty manufacturers, and even if one in every three (a rather high per cent.) "landed an order," the total amount to any one manufacturer was hardly more than 40 per cent. The bulk of business, as far as totals were concerned, came from the small merchant, and not one of the manufacturers recognized this fact well enough to go gunning for the small merchant systematically.

The particular case here alluded to is not an exception it rather stands as the general rule, and we venture to say that if seven out of every ten of the largest

HOW A FIRM OF MANUFACTURERS DISCOVERED TO THEIR ADVANTAGE THAT THE SMALL MERCHANT WAS A DESIRABLE CUSTOMER

firms in the country took inventory of their business methods they would soon discover that they were on the trail of big business to the more or less exclusion (and sacrifice) of the small merchant.

The reason is obvious. We all want big business, big orders, and the reputation of a well known house behind the man who signs the invoice. We want big business, moreover, because it seems to yield a greater percentage of profit, because the acquisition of it, we think, lends prestige to our firm and goods—some-what like "purveyor to his majesty, the King," and because, apparently, it costs less to get.

But when the facts are considered why do we spend our energies getting after the same trade that every One in the same field is seeking when we know only too well that at best we can secure but small proportion of it?

In any given field there is a certain circle of trade that everyone knows; it is made up of the big men in the business, the prominent stores that have won their spurs in the past, and those who though not quite so well grounded nevertheless have unlimited capital behind them. Everyone knows these people, and everyone gets after them for business. If new manufacturing concerns start up they solicit business from this same circle of "well knowns," and spend their efforts largely in that direction, and eventually the struggle develops

into a battle between the leading producers for the trade of the leading retailers.

The same conditions exactly exist in the retail world. The stores in any one line in a town have a list of the prominent families of that town and exert their best efforts to secure them as permanent customers. They all do it, and the result is again a fight for the big business—the inevitable fight.

The manufacturing firm mentioned at the beginning of this article changed their policy after their sudden awakening. They went after the little man; and they found his custom profitable; no loss of effort or money in distribution, as they had previously expected, and in the end totaled up a larger amount of sales than



"They went after the little man; and they found his custom profitable; no loss of effort or money in distribution, as they had previously expected, and in the end totaled up a larger amount of sales than they had when going after the big firm entirely."

they had when going after the big firm entirely. The little merchant was reliable, generally prompt, and in the average less critical than his larger prototype.

In the struggle after business the modern commercial concern will have to take more and more recognition of the small merchant and it is quite evident that he who strikes while the iron is hot will have his trade in better shape when the metal cools.

High Prices Prevail at Squires' Sale

NEW YORK society turned out *en masse* to the recent sale of rare Chinese porcelains belonging to the collection of the late Herbert G. Squires, formerly secretary of the United States Legation at Peking, and later U. S. Minister to Cuba. The collection compared favorably with those of Robert Hoe, H. R. Bishop, Henry Graves and other notable art collections. The first day of the sale saw an outpouring of society, and they at times bid rather high to secure the beautiful oriental treasures. The highest prices of the sale were paid by John Getz, who gave \$4,000 apiece for two matchless Ch'ien-lung vases. These vases were nearly two feet high and about fourteen inches in diameter, made of clear white porcelain embellished with remarkably fine decorations in rose colored enamel, freely distributed over the white surfaces. On one of them was the fabled peach tree bearing the emblematical nine large peaches of longevity, and on the other one the peony and magnolia partially intertwined, representing the "King of Flowers" and "Sweetness and Beauty." Both of the vases were made in the period between 1736 and 1795. Mr. Getz stated he was buying for a private collector and was prepared to have bid at least two thousand dollars apiece more for the vases, as he considered them a bargain. Among the other high prices of the afternoon were \$1,625 paid by E. S. Burke, Jr., of Cleveland, for a Ch'ien-lung vase, and \$1,275 by Mrs. C. B. Alexander for a monochrome bottle also of the Ch'ien-lung period, while a private collector bidding under the name of "Richmond" bought for \$1,200 a peach bloom amphora made in the reign of K'ang-hsi. Several other items of the sale brought over a thousand dollars apiece, and there were many hot contests between collectors and dealers. A curious vase that was sold to Mrs. W. H. Crocker for \$650 depicted a historical event of the T'ang dynasty. The Emperor Huan Tsung was seated at a table in the "dragon pavilion" surrounded by State ministers and fan bearers. At another table outside the pavilion was seated Li Tai Peh, a celebrated poet whose genius had caused the Emperor to entertain him with royal honors. Li Tai Peh had been very completely entertained—so much so that his condition was obvious even on the porcelain—and the Emperor's favorite counsellor was removing the boots of the intoxicated poet. The vase that was sold to E. S. Burke, Jr., for \$1,625 bears the familiar "pai-luh," or hundred deer motif, allegorical of office and many honors, showing fallow, spotted and white deer.

In the New York Retail Stores

SPECIAL displays of glassware, especially cut glass, and art glass lamps, in unlooked for places about the great department stores, is one of most noticeable features to be seen in an inspection of the New York retail district. While specialties are generally found on these out-of-the-department tables their convenient location greatly influences sales which would otherwise have escaped the regular department. Furthermore, at this time of the year, they give the buying public valuable suggestions for wedding gifts and create a desire to visit the china and glassware department.

One of the most attractive of these detached displays was found at the Simpson-Crawford Company store. Located near the main entrance it was most effectively decorated with flowers and caught the eye of every customer. The table, built around one of the circular supports, contained about one hundred specimens of richly cut ware.

At the store of R. H. Macy & Co., a small section near the Thirty-fourth Street entrance was set apart to the display of blown and silver deposit glassware and fancy china. Oblong tables were used to good advantage in the limited space and a wide variety of specialties were offered for sale.

No special tables had as yet been prepared at Gimbel Brothers, but the department has been carefully groomed to care for the June trade. Each display of cut glass was set off in harmony with the season by a sprig of artificial flowers, purple wistaria and pink rose buds predominating.

A long table containing an assortment of punch bowls, flowers vases, fruit and salad bowls caught the eye as one approached the stairway leading to the china and glassware department at the Twenty-third Street store of James McCreery & Co. The display was attractively arranged and almost enticed one to explore the basement department.

A table of tastefully arranged cut glass was seen at the J. L. Kesner & Co. store. This also was located on the main floor near the entrance and consisted of fern dishes, complete with ferns; flower vases, trays and a number of small pieces. The light green of the ferns set this table off to good advantage and it was remarkable the number of people it attracted.

One of the best detached displays of lamps was seen at the John Wanamaker store. A special sale of portable lamps was in progress in the new building and in order to attract the attention of those entering by way of the old building, five tables on the main aisle were devoted to the display of lamps. Large floor lamps were set between the exhibits and added greatly to the effectiveness of the scheme.

Stern Brothers featured silver deposit ware at a booth on the main floor and art lamps in leaded and panel glass were displayed throughout the first floor. In their china and glassware department on the third floor several tables were arranged very attractively for the display of wedding suggestions at reduced prices. These tables were trimmed with flowers to carry out the idea.



A window in the Knight Crockery & Furniture Co., Jacksonville, Fla., trimmed by F. A. Comstock

Paragraphs for the Retailer

A NUMBER OF "POINTERS" THAT WILL GIVE THE PROGRESSIVE RETAILER A LITTLE "FOOD FOR THOUGHT" AND STIR HIM TO GREATER ACTION

BY FRANK FARRINGTON.

IF your hottest competitor carries a live, selling line that you do not handle, try to match it in some way. You can't afford to have your customers going to the other fellow's store every few days.

Almost any business man can increase his foresight a hundred per cent. by stopping to think before he acts.

It is better to have many harmless fads than to have one bad habit.

There are three reasons why your goods may not sell well. Poor service; poor goods; poor advertising. Consider all three in seeking the answer.

For a merchant to belittle his business because it is small, or for a salesman to belittle his work because he is selling to small buyers is a sign of an extremely little mind.

The fact that one customer is as good as another and that everybody should be treated the same does not mean that hoodlums should be allowed to "rough-house" the place.

The healthy, active, energetic young fellow off from

the farm makes a better prospective salesman, though he has little education, than the anaemic college graduate.

Because it is necessary for you to spend a certain time in waiting for somebody or something, it does not follow that that time need be spent in fretting or in idleness.

People do not associate loud voices or slangy talk with the high-class store or with high-class salespeople.

The man who reads his trade paper carefully from cover to cover will not be troubled with sluggish liver or a torpid business.

If you hope to have a friend to whom you can go for help in an emergency, see that you be that friend to some others. You cannot reap what you have never sowed.

Don't air your troubles over the counter. I might add that it's poor business to air them anywhere. Your unwilling listeners have trials enough of their own.

In order to be a success in business it is first necessary to be a success as a man.

There may be times when it does not matter how you look while at work, but you never know when those times will be. Look your best anyway.

Just as long as a man thinks in pennies he will do business in pennies. Don't limit your capacity by thinking that it is limited.

The fact that "Business is business" should not pre-

vent a proper degree of courtesy and politeness from being mixed in with it.

Selling goods to people who do not want them used to be the idea of good salesmanship. Now the plan is changed. The right thing is to make people want the goods so that they will buy voluntarily.

Buying right does not always mean buying cheaper than anyone else buys. It means knowing what and when to buy.

Fact and Fancy Among the English Potteries

A DISCUSSION OF DIFFERENT MATTERS THAT HAVE OCCUPIED THE ATTENTION OF THE ENGLISH POTTERS AND WHICH WILL BE OF INTEREST TO THE AMERICAN TRADE AS WELL

IT is a well known fact that the recent slump in trade generally has hit the potters in all countries pretty badly, and none suffered more than the Staffordshire, England, manufacturers. The reasons put forward have been numerous and varied, some sensible, some otherwise, but principally otherwise. A rather good story is told of a potter in a small way of business who complained to his son that trade was bad and he must set out to get some orders: The son remonstrated with his parent and alleged that people didn't want pots or they would send for them.

"Never mind, my lad, you go out and try to sell some pots, and you will no doubt get a bit of trade," said the father.

"But what's the use," retorted the son. "It's plain they don't want pots or they'd order 'em."

"Never mind; try," was the unsatisfactory answer.

"Well, I'll go, but I am sure I shall get no orders," replied the son.

He accordingly started on a journey with a feeling of reluctance and stood eventually on the door step of a large crockery house. With a please-kick-me-out expression, he approached the buyer with, "You don't want any pots, do you?"

"No," replied the somewhat perplexed dealer in crocks and crazes.

"There, I said so, and that silly old fool of a father of mine said you did, and I knew if you wanted any you'd order them."

And so he returned—empty handed. It is to be hoped there are not many who go after business in this fashion.

SOME attributed the slump to the Free Trade policy of England, some to unfair competition from Germany, while many have put forward the cause to price-cutting one against the other.

There is much to be said for and against all the above, but in the candid opinion of the writer, the bulk of the trouble does not lie with the manufacturer

alone. He is to a certain extent, a victim of circumstance, and while numbers have been terribly short of trade, quite a few have been busy and extending their works. On the other hand, large firms have

closed down or gone into the receiver's hands. Such a *contretemps* of affairs is hard to explain, and one cannot help thinking there is a loose screw somewhere.

A DISCUSSION arose in the Staffordshire "Sentinel" about nine months ago on the decoration of pottery, but the ultimate issue ended in smoke. The opinions expressed were most contradictory. A designer from outside the district claimed that art was dead in the potteries, and that there were no thorough designers left. He made the bold assertion that the potters were not original, and stole each other's ideas. That instead of employing a legitimate designer, the potter would purloin a spout from this, a handle from that, and so on, while he would copy outright the decoration of a neighbor's tea set, or dinner set. This brought forward a hurricane of dissent from a number of budding wielders of the brush, who defended their rights in different ways. Quite a few blamed the lithographic transfer, and some the engraver, who, they claimed, supplied the designer and cut a section for your dollars, allow it to be sent out with the traveller on the off-chance of it selling and being able to get the order for engraving the whole set. These allegations were, to a certain extent right, but they did not exist in such proportions as they would have the public believe. Isolated cases could be found, it is true, for we know where a French china plate was copied almost exactly as to shape, and the pattern on it given to a decalcomania manufacturer to reproduce as near as possible.

LET us look at the question from the potter's point of view. A manufacturer was heard the other day to say, "I'm tired of getting up new shapes they want." Yes, that is a portion of the mystery solved, for what may please the buyer, does not always appeal to the buying public, who are the nucleus that is eventually to be reckoned with. Now, take the average legitimate crockery dealer. What percentage of these display their china properly, or give the wares a fighting chance, by their own charms, to sell themselves. The writer has been a crockery sales-

man both in England and the States, and justice was not done to the china, etc., in many stores he saw. The windows were generally crowded to excess with all sorts and conditions of goods; and as to a color scheme being attempted, this seemed out of the question. Rainbow effects were evidently the idea of the storekeeper, or probably the pride of being able to show thirty to forty different styles of wares at once; but how impossible it is to judge the merits of any single piece. On application for an order he was met with, "Not sold a quarter of what you supplied me with last trip."

"No," replied the writer, "and as long as you give free kaleidoscopic shows in your window like you have on view at the present time, you never will." The crockery dealer was a bit nonplussed and asked for explanations.

"Will you," asked the writer, "give me 'carte blanche' to dress your window as I think right."

"Go ahead," said the man, "and we'll see what happens."

The window was accordingly dismantled and re-draped with some dark green art serge.

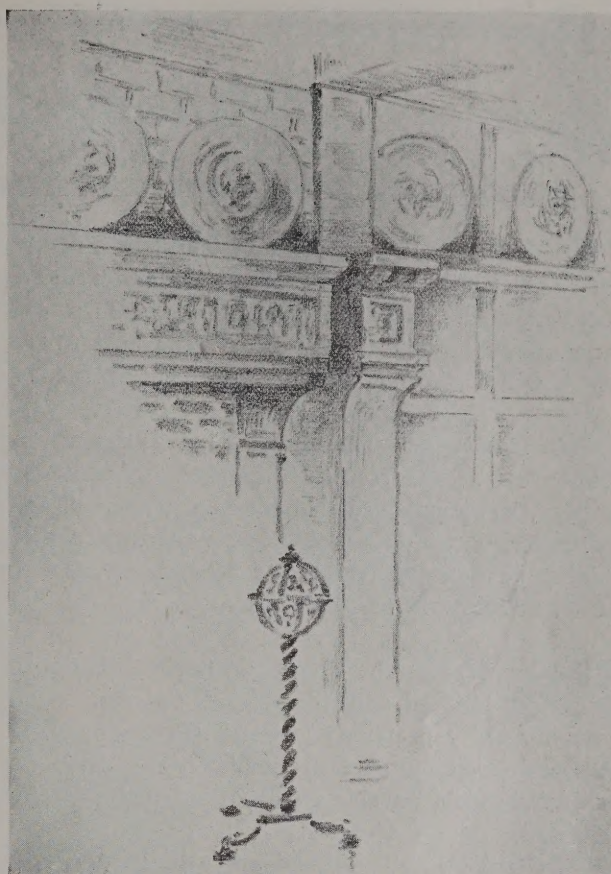
"What do you particularly want to get rid of," queried the writer?

"Those tea sets you sold me," was the reply; "I have only sold two of them."

A table was immediately procured, and on it spread the best damask cloth the next door man kept, one of the most abused non-selling sets carefully laid out, with the harmless necessary cutlery to finish, and a small vase of flowers in the centre. Two chairs were placed nigh to, and in less than fifteen minutes a lady came by who stopped, attracted by the complete change in the display. She was heard to exclaim, "How pretty that table looks—that is just how I would like my table to appear." Of course she walked in the store and bought the set. Another was substituted, and it is a positive fact that in less than three days a repeat order was received for more sets. The same applies to all sorts and conditions of crockery. If the dealer would only learn to individualize just a little, use a bit of discretion as to how and where to put articles of china in his window, it would help his sales materially.

He might one week have a color scheme on view, or a full range of cups, saucers, plates, jugs, etc., all decorated with one pattern, and thereby attract attention. This was suggested by a Staffordshire firm to a large London house last year and it met with wonderful success; so much so that the firm has practically doubled their producing capacity. Then on top of it all there is public taste to contend with. Pottery manufacturers mostly cater for the million, not the millionaire, and tastes differ very considerably.

TO quote a case, the writer purchased for 60 cents (which was the wholesale price at the manufactory), a tall vase decorated with rose decalcomania, touched up a little by hand and deftly aerographed.



A suggestion for displaying rail plates and plaques. Fit up a rough frame in your window to represent an open fire place, arrange the plates attractively and then watch for results.

It was acquired solely on account of its effectiveness and cheapness. But from a pottery point of view, it was weak in the extreme.

Badly modelled and cast, a poor body, practically hidden by the decoration, yet across the room it is quite telling, and makes its presence felt. Now, the writer prides himself on his collection of art wares, which comprises fine specimens of Wedgwood, Worcester, Owens, Weller, Rookwood, Rozane, Copenhagen, Pilkington, Howson Taylor, Ashworth, Bernard Moore, Doulton, etc., but while many visitors to his house seem to have a warm spot in their heart for the above, they enthuse ridiculously over the pot daubed with roses, and say, "How beautiful, that is the nicest piece in the place."

What, then, is to be done with the public? All are not connoisseurs and critics, or tarred with the artistic brush. The bulk prefer a loud, common decoration, which howls, figuratively speaking, and when a delightful bit of lustre, or some beautiful colored glaze effect is shown with pride, it is remarkable how they refer to the rose pot or something of a similar type, and say they prefer it.

It is almost a case of "reductio ad absurdum," and we can only hope that the potter, with the help of the dealer, will co-operate and eventually educate the public to higher thoughts of the beautiful in the ceramic arts, which will be within reach of the most meagre pocket and yet have some trace of true art about it.

Among the Potteries

Roseville, O.—It has been announced by President James A. Cowan, of the Wabash Pottery Company, that they will shortly spend at least \$25,000 to erect a new plant. While the details of the plant are lacking, it will be thoroughly modern in every respect.

Falls Creek, Pa.—Thomas G. Polivka, general superintendent of the recently organized Bohemian Art Pottery, has announced that the new plant will be in full operation within a month or so. Most of the machinery has been delivered and erected. A new line of art pottery will be produced.

Trenton, N. J.—The Trenton Potteries Company on April 19, declared a dividend of 1 per cent. on the non-cumulative preferred stock of the company, and also a dividend of five per cent. on the cumulative preferred stock, payable April 25 to stock of record April 18.

Zanesville, O.—All the molds, dies, saggers, formulae and also the good will of the Radford Pottery Co., Clarksburgh, W. Va., have been purchased by the Brush-McCoy Pottery Co. They will manufacture a number of the best sellers in the various lines and expect to be able to take care of the trade at an early date.

East Palestine, O.—A new decorating machine, the first of its kind, was recently installed in the plant of the East Palestine Pottery Company, and which is said will decrease the cost of decorating fully eighty per cent. The management of the Charles Howell Cook potteries is contemplating a like improvement in equipment.

Wheeling, W. Va.—Since the advent of C. E. Jackson as manager of the Warwick China Company, about a year ago, there has been a complete rearrangement of the plant and the production is now said to be greater than ever before. A full line of American china dinner and hotel ware which possesses a vitreous body is being put on the market.

Trenton, N. J.—Chancellor Walker has confirmed the report that the Phoenix Pottery Co., of Bordentown, N. J., has been sold to Thomas Walsh, of Philadelphia. The purchase price is said to be in the neighborhood of \$10,000 above all encumbrances.

Sag Harbor, L. I.—The Kiss Art Pottery Company, manufacturers of special design pottery have incorporated as the Peconic Pottery Co., with a capi-

tal stock of \$50,000, of which \$20,000 is to be issued as a six per cent. cumulative preferred stock and \$30,000 in common stock, par value of shares \$50. An addition to the plant is in the course of erection. C. E. Fritts, is president and F. H. Shelton, secretary and treasurer of the company.

East Liverpool, O.—E. M. Knowles, J. W. Irwin and T. B. Anderson have purchased the holdings of Charles A. Chester in the E. M. Knowles China Co., the price it is said being in the neighborhood of \$50,000. No changes in the management or affairs of the company are contemplated.

East Palestine, O.—Charles J. Davis, of Steubenville, O., and Thomas Pries, of Toronto, O., have formed a company and arranged to take over the plant and management of the Ohio China Company, which for the last year has been under the management of C. J. McIntosh. Mr. Pries has been the general superintendent of the American China Company, and is a heavy stockholder in that concern.

Cannonsburg, Pa.—Announcement has been made that the stockholders of the Cannonsburg Pottery Co., at a recent meeting voted to increase the capital stock from \$150,000 to \$250,000. One of the largest stockholders in this company is W. S. George, president of the W. S. George Pottery Co., East Palestine, O., who now has a general supervision over plants having a capacity of about fifty kilns, making him the third largest pottery manufacturer in the United States.

East Liverpool, O.—W. A. Shaw, who has had charge of the pottery supply branch house in East Liverpool for the Rudolph Geartner Co., will become associated with his father in the management of two potteries at Cannonsburg, Pa., on June 1. James Shaw has been manager of these plants since they started in business.

East Liverpool, O.—The stockholders of the Brunt Pottery Co., will hold a meeting on May 24 to consider the dissolution of the company at private sale. It was first offered for sale April 16 by the court trustees, but no bidders appeared; later, it was bought in by Will Brunt, who has been operating the plant since the death of his father.

East Palestine, O.—Fire almost totally destroyed the plant of the East Palestine Pottery Co. early in the morning of May 6, the company sustaining a loss of from \$125,000 to \$150,000, covered by insurance.

The Puzzling Profit Problem

FURTHER DISCUSSION OF THE "LEAK IN THE CASH DRAWER" AND A LITTLE STORY THAT WILL PROBABLY BRING A BIG LIGHT TO MANY

LETTERS commenting upon "The Leak in the Cash Drawer," and "Losing Money With Your Eyes Shut," published in the March and April issues of POTTERY AND GLASS magazine, respectively, are still coming in to us. Many retailers who claim that they are conducting very successful businesses, and making money, seem to take unwarranted issue with us in regard to the proper method of figuring profits. The following little story will probably set some of them right.

"Let well enough alone," has a very comfortable sound, but there is nothing in it, which enable a man to get ahead.

Most retailers are satisfied with their methods. They think they are making money. But here is a letter which suggests a reason for the many failures among these same satisfied retailers. The story was told in a letter to the service department of a large manufacturer of store equipment.

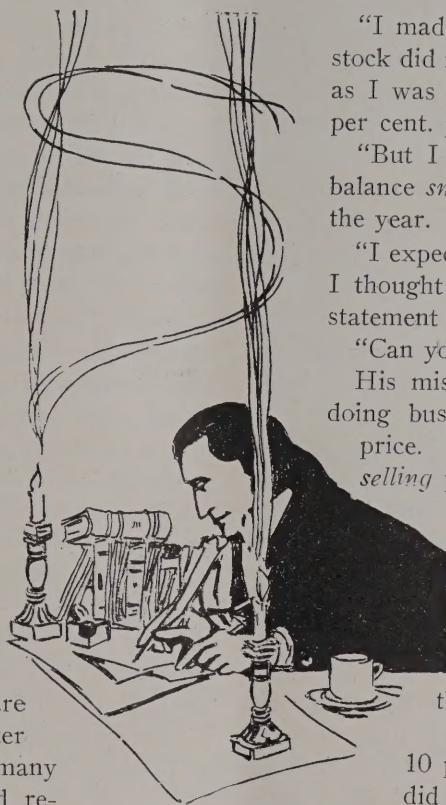
This paper has tried to point out the necessity for figuring profits on the selling price, but the story so strongly illustrates the point that we print it for what it is worth.

The retailer, whose name we cannot give because it might affect his credit, is in business in Indiana. He thought until a week or so ago that he was going to make a good profit this year in addition to his salary, but he has discovered that he has actually lost \$1,125.

"I started the year," he said, "with \$1,100 in the bank and a stock inventory of \$3,450. Doing a cash business, I had no outstanding accounts, and my accounts payable amounted to only \$550. Assets, \$4,500. Liabilities, \$550.

"My business for the year aggregated \$40,600. My stock inventory at the end of the year is \$3,250. My bank balance is \$600. Accounts payable against me, aggregate \$975. I have drawn nothing from the business, except my salary of \$100 a month. Assets, \$3,850. Liabilities, \$975.

"I found that my cost of doing business was 22 per cent., including my salary. I figured that I should make a profit of 10 per cent. and marked all my goods for that profit.



"I made my purchases carefully so that my stock did not pile up. I handled only such goods as I was able to move and could make the 10 per cent. profit on.

"But I find my inventory *smaller*, my bank balance *smaller*, and debts *bigger* at the end of the year.

"I expected a profit above expenses of \$2,500. I thought I had that profit, but my year-end statement shows that I have lost \$1,125.

"Can you tell me the answer to this puzzle?"

His mistake was this: He took his cost of doing business and his profit from the *cost* price. He should have taken both from the *selling* price.

He has less money in the bank. He owes more. He has less stock. He has not made 10 per cent.—that is plain. Instead, he has lost the amount of the decrease in stock and cash and the amount of the increase in debts.

Why? He thought he was adding 10 per cent. for profit, but in reality he did not add anything for profit.

Suppose an article cost him \$2.25.

Suppose his cost of doing business was 22 per cent. and it was desired to fix a price that would allow 10 per cent. profit. He added 32 per cent. to the cost price of \$2.25, and thought he was adding 10 per cent. for profit!

He had estimated his cost of doing business, of course, as 22 per cent. on his *gross* business, or on the selling price of the article. Instead of allowing 22 per cent. on the selling price for cost of doing business he added 49.5 cents to the cost price. Instead of allowing 10 per cent. on the selling price for profit he added 22.5 cents to the cost price. It really cost him almost 73 cents to sell the article, one cent more than both the amounts he added.

Here is the difference: The article was sold for \$2.97 or probably \$3, when it had to be sold at \$3.31 to get 10 per cent. profit. He needed a gross business of over \$50,000 on the same wholesale cost to make his 10 per cent. profit.

Prove the figures: 22 per cent. on \$3.31 is nearly 73 cents. 10 per cent. on \$3.31 is a little over 33 cents. Adding 73 and 33 gives \$1.06. Adding this to \$2.25 gives us \$3.31.

The whole problem hinges here: *Figure your percentage on the selling price.*

Leading dealers everywhere read POTTERY AND GLASS.

Linking Arms With the Man on the Road

HOW THE ASTUTE SALES MANAGER CAN INCREASE THE EFFICIENCY OF HIS ROAD FORCE, AND WHY IT PAYS

IT'S not the easiest thing to sell goods on the road, at best, and it's not the simplest thing to keep a stiff upper lip, and smile, and pass out the glad hand when everything is going against you and orders are few and far between. It's a case of grind, and push, with nerves tense and mind set for quick action morning, noon and night, with wits sharpened for repartee and intellect keyed for debate, and even then it's not always an absolute success you're sure of. It's work, work, work, with a little rest here and there, and an avalanche of worry that topples over into your pleasures continually.

Then why does the manufacturer cut adrift from his road men when they pack their weathered grip and hit the trail? Why does he placidly forget their existence and kick if every daily letter isn't an order?

It is a well known fact that the life of most commercial firms is dependent largely—in some cases entirely—upon their selling force, yet never a help, never a word, never a hint do they pass to the "man on the road."

Why?

Because the manufacturer forgets, perhaps, that the same service which his men are asked to give their customers can be converted into a service for them. He forgets that a hint from headquarters may turn the tide in some far-off territory. He forgets that the home office is in touch with all parts of the country and can help and advise a man in one part because of this knowledge of the whole. He forgets that the human mind, like many a clock, runs down and constantly needs winding up.

The head office should link up with the road men constantly and it will mean better business and more volume. A tip on trade conditions will help all around; a forecast of new styles may supply many a convincing argument; a line on the firm's advertising can be used to good advantage. All these the head office can easily supply with the necessary comments and suggestions.

In Chicago a wideawake manufacturer sets up his advertising matter and pulls a hundred or more proofs a month before it is scheduled to appear in the magazines. These he sends to his roadmen with a full list of the magazines in which they will be run together with the dates of publication. By this means he puts a strong argument in the hands of his force which more often than otherwise closes a sale on sight. The advantage in the scheme, of course, is the talking point, the item of service which the manufacturer is willing to give to the dealer who handles his goods. It appeals as a logical proposition to the merchant and the labor of making a sale is reduced to a minimum.

Another sales manager who has a large number of roadmen under him subscribes to a press clipping bureau for all news relating to matters in his particular

field. These items he carefully sorts out and those that promise results and are worth following up he mails to his force and they in turn use them either to get direct business or to show the retailer how he can get sales on their goods. For instance, if the clipping refers to a summer hotel of fair proportions, the salesman will interview the contractor or decorators and push the merits of his products; or he will call on the leading retailer of the town and have him see the decorator or contractor with the same end in view. This plan has been in force for some time and it has always proven very satisfactory.

Another successful method of linking arms with the roadman is through trade paper advertising. An announcement in a good magazine is brought constantly to the attention of leading dealers everywhere, who by the mere fact of subscribing evidence their interest in the trade and show themselves to be possible customers for every advertiser in the book. If a salesman calls upon these dealers, and introduces himself and the goods he is selling the dealer may meet him with this remark: "Yes, I know Blank & Co.; you fellows are making a lot of noise about 'sure-fast' colors in the X magazine. But tell me, are your goods really impervious to sun and soap?"

If a salesman can't sell a big order of goods after an opening like that he's not a salesman—that's all.

Rare Cup and Saucer Shown at Opening of Boston Store

A RARE cup and saucer from the famous factory of Capo-di-Monte, which was located near the palace of its founder, Charles Bourbon, King of Naples, was recently the centre of attraction in an exhibit of fine china at the opening of the new store of Bigelow, Kennard & Co., Boston, Mass. The pieces were placed on view in a small case and daily attracted interested throngs. Charles Bourbon was said to have been a great lover of the ceramic art, and at times fashioned pieces with his own hands. A valuable service set was presented to George III in 1787, which is preserved in Windsor Castle. The cup and saucer exhibited in Boston represents a pool in which swans are swimming, on the banks of which are orange colored cranes, and so fine and exquisitely executed is the decoration that a dragon fly is shown in the minutest detail.

May First Was Moving Day for H. Benedikt

ON May 1st H. Benedikt, for many years located at 23 Park Place, joined the flourishing crockery and glassware colony now occupying quarters in the modern loft building at 71 Murray Street New York. The new salesrooms are admirably appointed for the display of both china and glassware the natural light from the large windows at the

northern end of the showroom is sufficient for all needs, except on exceptionally dark days. A beautiful floral horseshoe, the gift of his friends in the trade, occupied a prominent place on the opening and succeeding days. The wares of the various potteries and glass companies represented by Mr. Benedikt are displayed around the entire room, wall shelves with a light green background giving every sample an effective display. Four rows of show tables are arranged uniformly across the room. Several new patterns in toilet sets from the Canonsburg Pottery Co. are shown in new border decorations. In the Smith-Phillips line some new effects are shown in washstand accessories, one called the "Empress" being an innovation in shape; many pleasing designs in tableware are also displayed; one with a colored band and rich gold border has been a ready seller. The Genesee Cut Glass Co., Rochester, N. Y., The Wheeling Decorating Co., The Penn Lamp Co. and D. F. Haynes & Son are also represented in the local field by Mr. Benedikt.

Danish Porcelains

THE little kingdom of Denmark enjoys a distinctive place in the ceramic world, Copenhagen alone having four potteries, all of them producing wares of a high order of merit. The Royal Danish pottery and Messrs. Bing & Grøndahl are celebrated the world over for their porcelain; The Wiedow Ipsen and Messrs. Wendrich & Sons for their exquisite terra cotta. The porcelain firms share the honors about equally, the Royal factory leaning strongly towards the naturalistic treatment, Bing & Grøndahl pinning their faith on the conventional. The Bings



Centre piece from the Heron service

after the factory was started his name has been retained and immortalized by the Bings.

The Heron service, a center piece and plate of which we illustrate, made quite a sensation when produced and pieces of it were eagerly sought for by museums and collectors throughout all the world. The happy thought that suggested the heron as a decorative motive was in itself a stroke of genius. Its ungainly form, though graceful withall, seems as if it had been specially intended by nature for decorative purposes and Pietro Krohn, to whose genius the production of this service is due, had the power to express all his imagination conceived, and which after long months of labor he brought to so happy a conclusion.



Plate from the Heron service

Crockery Board of Trade Honor Name of Isidor Straus

A RESOLUTION of condolence, expressing regret at the lost of Isidor Straus to their association, and offering their sympathies to his bereaved family has been spread upon the minutes of the Crockery Board of Trade, of which Mr. Straus was its first president, and a copy, suitably engrossed, presented to the family. In the death of Isidor Straus the trade has lost its most prominent member, a man of world-wide benevolence, whose memory will forever remain with them. At a meeting of the employees of Abraham & Straus, Brooklyn, N. Y., similar resolutions were also adopted.

were the Tiffany's of Copenhagen; Grøndahl was a workman at the Royal factory. The two came together and though Grøndahl lived only for a few years

POTTERY AND GLASS

WITH WHICH IS COMBINED

GLASS AND POTTERY WORLD

GLASS AND POTTERY WORLD, Founded 1893.
CHINA, GLASS AND POTTERY REVIEW, Founded 1897.
Amalgamated April, 1905.
POTTERY AND GLASS, Founded 1908.
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DEVOTED TO THE INTERESTS OF THE POTTERY, GLASS, LAMP, ART
METAL AND ALLIED INDUSTRIES

T. A. CAWTHRA *Managing Editor*
PROF. CHARLES F. BINNS *Technical Editor*
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THE BOGEY OF THE PRESIDENTIAL YEAR

FOR upwards of a century and a quarter, the United States has been electing a president every four years and in no single case that we can recall has the election of a man or the domination of a party ever imposed radical changes or reverse conditions upon the welfare of the nation. Yet, notwithstanding the knowledge of this fact, and although recognizing that the government cannot be overthrown in a day, the entire country shies at the shadow of the presidential year every time it comes around.

It is really ridiculous, when you come to think of it, this presidential temerity—it's the one thing that foreign powers constantly point out as the weak link in our government.

No one party, and no one man can ever acquire the power to upset our civic or commercial fabric during any one election or the four years of his office immediately following. If such a state of affairs were possible the foundation of our government would be resting on sand, and what is more to the point an attempt to effect such an upheaval would have been undertaken years ago—the War of the Rebellion was the greatest attempt, but as was logical that it should, it failed.

Conditions of mind rather than conditions of government or politics, when the case is analyzed, are at fault for the general superstition of a presidential year. Individuals and firms approach an election with the fixed idea that business will be adversely affected, that money will be tight, that credit will be strained, and with such an idea in mind they sit back in the harness,

neglect to push their business, tie up their own money, and refuse credit to others. The result is obvious. The few who are superstitious soon leaven the rest and in a short time the commerce of the country receives an actual set-back. What started as a mental condition, therefore, soon becomes an economic reality and a fact to be met with drastic treatment.

The presidential year is not a guide post of periodic commercial stagnation; but just as he who thinks himself vanished before the fight never comes out victor, so those who regard an election as a wet blanket on business, soon influence the rest of the community with their belief and commerce temporarily halts.

Don't frown on the presidential year, if you can't look conditions in the face and smile, turn your back—and let the optimists run affairs.

MODERN ADVERTISING.

THE old days—the good old days, if you will—when a merchant put a card in the daily papers and called it advertising have gone! Gone completely; gone forever, perhaps. But they have left behind them the germ of a modern advertising science that is at once revolutionizing and iconoclastic.

Revolutionizing! Yes, for the uncertain haphazard methods of yesterday are gradually turning into the perfect certainties of to-morrow.

Iconoclastic! In a remarkable manner, for the ideals and standards of a decade ago have been trampled in the dust, and from their remains—phoenix like—have arisen the principles of the new science.

Advertising has always been hard work, even when it consisted in the mere innumeration of the lines of goods a merchant carried, but to-day, more than ever, its ultimate results are more nearly commensurate with the time and attention put on it.

The modern advertisement is a thing of personality, not so much in itself perhaps, as in the general impression which it throws around the goods exploited. It creates prestige. It engenders confidence. It increases value. And it will continue to develop in these respects for as commercial enterprises become national institutes, and as they spread out and extend the sphere of their influence, they will be forced to make an increased use of advertising to further their growth and to fortify their strength.

THE ESSENTIAL ATTRIBUTES OF A SALESMAN

SELLING is the big end of every commercial institution, and the salesman who is gifted in his profession is always at a premium. The following clever story, which, whether it is founded on actual fact or not matters little, sums up in a practical way the essential points that must stand out prominently in the character of the successful salesman. The story is reprinted from a business journal and contains a big percentage of wheat among its chaff:

Until some ten years ago it was an axiom in the big packing-house circles of Chicago that a salesman should be guided by four rules as laid down by one of the famous heads of that industry. He was noted

for his brusqueness, and also a democratic nature that scorned the usual hedge of clerks that stands between a big man and his callers.

A bright, manly looking chap entered the office one day when he was very busy.

"Good morning," he began, politely.

"Well, what the blankety-blank-blank do you want?" he growled.

"I want civil treatment, and I want it blankety-blank-blank quick," came the sharp answer.

"Oh!" The packer looked up in surprise. Modulating his voice a trifle, he asked: "What can I do for you?"

"I want a job as a salesman. I have worked as a butcher. I have worked in the packing houses, and I have sold smaller lines to the meat trade. I have references to prove that I deliver the goods, and I have them with me. I want to get into a bigger field, and I am here to make good. Have you got a job open?"

"If we haven't we'll make an opening for you. Report to the sales manager Monday morning."

As the young man started to leave the office the brusque old packer called him back.

"Do you know why you got that job?" he asked.

"No, sir."

"Well, you have the three essentials that make a good salesman. I'll point them out to you, so you'll remember 'em. First, you don't think any man is better than you are, and you have the nerve to stick to it. Second, you know the good points of what you had to sell. Third, you stated them in the fewest possible words. I'll add a fourth—get out before I change my mind."

Trade Opportunities

AN American Consul in a Canadian city reports that a firm in his district which is composed of American citizens, has been conducting a variety of five, ten and fifteen-cent stores for several years. The firm is desirous of being placed in communication with American manufacturers and dealers in china, glassware and porcelain. For further information address Bureau of American Manufacturers, Washington, D. C.

The Bureau of Manufacturers is in receipt of a communication from a business man in a foreign country stating that he is interested in the following articles of American manufacture and would like to get in touch with firms producing cut glass, porcelain, chinaware and house furnishings. The correspondence may be in English.

Value of Clay Products in United States

BASED on the 1910 census, the latest available figures showing the annual value of pottery, terra cotta, and fire clay products in the United States, show a 19 per cent. increase over five years before, the annual value of the products being \$76,119,000. The number of establishments, however, in that

period have decreased 6 per cent., to 822. Capital invested was \$141,000,000, and the annual outlay in wages and salaries was \$35,500,000. Over 56,000 persons are employed in the industry.

Watch your credit accounts closely and do not be afraid to say No to the man who has got in further than he can crawl out. There is nothing to be gained by throwing good money after bad.

The fact that your store is never dirty may not attract any attention, but you may be sure that a reverse condition would do so.

If you are doing your work no better to-day than you did it yesterday or last week, you are in a rut. Get out!

If you find yourself complaining about dull times, stop and take a look at your own and your competitors' advertising and see whether that will teach you anything.

Among the things never yet found are the philosopher's stone, perpetual motion and the man who can't be spared.

Advertising should sell goods, of course. But it should not stop with that. It should constantly and consistently build up reputation for the store.

Don't forget that your newspaper advertisement is intended for the eyes of all classes of people and should be simple enough for any one to understand.

If you believe in different degrees of honesty, it is a pretty safe bet that you are not particular which one you adopt for yourself.

The man who spends much time looking for an easy way to Success won't have to go any farther than the looking glass to find a failure.

Selling on the Road

IT'S not the easiest thing to sell goods on the road, at best, and it's not the simplest thing to keep a stiff upper lip, and smile, and pass out the glad hand when everything is going against you and orders are few and far between. It's a case of grind and push with nerves tense and mind set for quick action, morning, noon and night, with wits sharpened for repartee and intellect keyed for debate; and even then it's not always an absolute success you're sure of. It's work, work, work, with a little rest here and there, and an avalanche of worry that topples over into your pleasures continually.—From "*Linking Arms with the Man on the Road*," printed on page 18 of this issue.

Manufacturing Antiques

The extent to which foreign countries go in making fake "works of art" for American trade

IN an extensive report to the Bureau of Commerce, Consul George E. Anderson, Hongkong, China, calls attention of dealers and tourists who may have dealings or travel that section of the world to the fact that the markets of the Far East are flooded with all sorts of spurious goods. Not only are there spurious "antiques" of all sorts, but there are some especially clever imitations of standard modern goods "real" enough to fool even the most expert.

"The imitation of antiques in Hongkong," says Mr. Anderson "has taken on all the forms to be found in Europe and elsewhere and has some features peculiar to the East, but the chief imitations of this class have had to do with Chinese porcelains and brass, ancient



Painting cheap Awata ware by the ton for the American market in the Yasuda pottery, Kyoto, Japan

Chinese and Japanese armor and weapons, old Korean chests, old carved furniture, and similar goods, and in lesser degree of some of the various works of art in fine bronze, ivory, lacquer and the like, in much of which, in fact, good imitations are not practicable.

"There will be found a real grade and an 'export' grade of porcelains like the beautiful Satsuma porcelains of Japan. Imitation cloisonne ware is on the market in great quantities.

"The imitation of old Chinese porcelains, as has long since been known to connoisseurs, has long since become a branch of business so extensive and so successful that the sale of a genuine old piece nowadays is an event. While this is generally understood by

collectors the general public does not seem to appreciate the fact, for seven large new shops handling such goods were opened last year upon the principal shopping thoroughfare of Hongkong within the three months preceding the opening of what is generally considered the tourist season in this port. The trade in these imitation ancient porcelains has developed so far that there are regular auction sales in Hongkong of this imitation ware. To local people these goods are sold as imitations, but a considerable portion of them eventually find their way into the hands of people without knowledge of the actual facts and spurious 'ancient' Chinese vases and other porcelains made in Europe and Japan have been scattered all over the world.

"Similar imitations of ancient brasses and bronzes, ivories, lacquers and other art objects are made and sold in these or similar sales; in fact, there is almost no limit to the business. Genuine old pieces in brass, bronze, porcelain, jade, or in hangings or other embroideries or in similar goods beloved of collectors are practically not to be had on the market in Hongkong or other eastern ports except in very limited quantities, and to some extent, at least, there is better opportunity to acquire good Chinese and Japanese pieces in New York or London than in Hongkong or Shanghai. In spite of this fact, generally known to collectors and more or less known to the casual traveler, dealers here do a thriving and a very profitable business.

"Perhaps the worst feature of the situation is the fact that while there is a fair supply of good, standard quality modern art goods of all these classes the vast mass of such goods now sold are imitation goods of a quality false in some respect; and while the average tourist buyer may be on the lookout for imitation antiques he may be readily deceived by the 'bronzes' of baser and cheaper metals, 'silver' of pewter, particularly souvenir spoons and the like, clay 'filled' silk, brass in all shapes and grades made in imitation of old pieces; in short, practically everything of any merit in Chinese art, ancient or modern, which may be looked for.

"Another feature of trade in such goods may be indicated by the fact that recently a large order was placed in Hongkong for 'Siamese' brass, and most of the brass workers of this port at present are busily engaged in beating out beautiful brass trays with the usual Siamese engraved decoration and characteristics, to be sold in Siam as Siamese—beautiful work, but not what it is sold as being. Considerable modern Chinese brass is made in Japan and some even in Europe.

"Some of these goods are sold as imitation or second or third class goods, but there are many dealers who are not very scrupulous about calling the attention of their customers to the fact that such goods are imitation, and actual misrepresentation is common.

Practical Science Department

Edited By Prof. Charles F. Binns

RANGE IN COMPOSITION OF GLAZED WHITEWARE BODIES MADE FROM CLAY, FELDSPAR AND FLINT. BY ROSS C. PURDY, COLUMBUS, O. *Continued from April*

This article is reprinted from Volume XIII of the proceedings of the American Ceramic Society

LIMITS OF BODY COMPOSITION

Pottery

It is of interest to note that the white ware potter's old rule (which is adhered to quite closely in practice) is that the proportions of body ingredients can not vary widely from:

12 clay
9 flint
4 feldspar
—
25

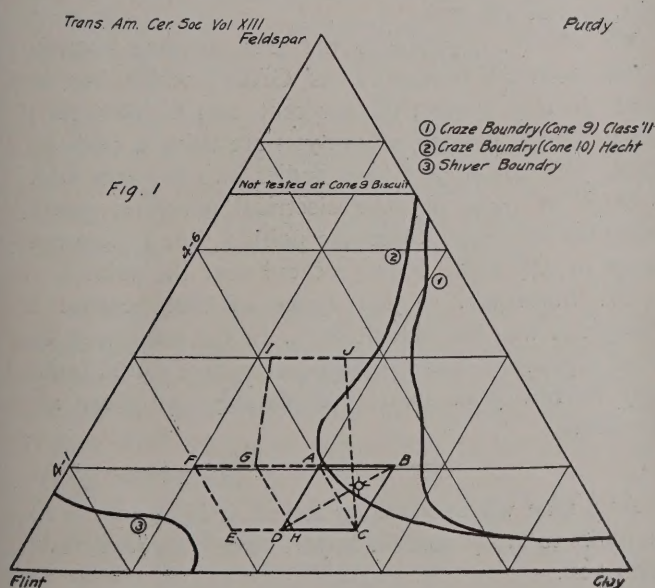
This narrow range of possible body variation found in practice is caused by many factors other than glaze fit, as, for instance:

(a) Sufficient clay to give requisite working properties in the plastic, yet not enough to cause difficulty in filter-pressing or to cause excessive shrinkage.

(b) Feldspar content not so high as to cause warping and yet sufficient to cause the required degree of vitrification.

(c) Sufficient flint and china clay to give whiteness and surface texture. Since both feldspar and ball clay give color, effort should be made to have the contents of flint and china clay as high as possible.

With all these limiting factors in mind, the parallelogram A, B, C, D has been shown on Fig. 1 as indicating



the practical range in body composition for white wares.

The sides AD and BC show the limit of clay content ($40\pm$ to $52\pm\%$); the side AB and DC show the

limit of feldspar content ($8\pm$ to $20\pm\%$), while the length of the diagonal BD indicates the range of variation ($52-30\%$) in flint which would follow as a consequence of the above variation in clay or feldspar. The point on this diagonal marked by a star corresponds to the body composition in the potter's rule before quoted.

Since the corner B of the parallelogram lies close to the boundary between the fit and craze area as found by us, and since it would lie within the craze area as determined separately by Hecht, Wheelans and Purdy with widely different body materials, glaze composition and firing conditions, etc., it is obvious that the bodies lying within the triangle ABC are more likely to craze, and will not be much more plastic and will not be as free from iron coloration as the bodies in the triangle ACD. The bodies in the triangle ACD would, therefore, be better for the plastic white ware manufacturing processes than would those in the triangle ABC.

Dry Press Ware

For white wares made by dry press processes the considerations are somewhat different than for those made by plastic processes, and to adequately discuss the limits of variation in dry press white ware body compositions, these wares will be divided into two groups:

(a) Vitrified and of complicated design (electrical insulators).

(b) Not vitrified and of simple design (wall tile) All bodies lying within the parallelogram FACE (in dotted lines) would (so far as body composition is concerned) be free from glaze defects.

Bodies within the parallelogram GACD no doubt would be best for wares of the first group, such as electrical insulators of complicated design made by dry pressing. They contain sufficient clay to bond the mass when pressed and they lie safely within the "fit" area. They may not vitrify as easily as required under some factory conditions, hence, as a more vitreous area, we have I, J, C, H, G, in which the clay-flint ratios remain the same as before. In other words area I, J, C, H, G results from addition of feldspar to the bodies in area G, A, C, H. On these higher feldspar bodies, however, it is customary to use glazes of the porcelain type rather than a fritted glaze.

For the ware of the second group (wall tile), biscuit bodies within the triangle FCE are no doubt the best. Low feldspar to obviate buckling, and high flint to give whiteness and low shrinkage, and just suffi-

cient clay (mainly kaolin) to give the strength required for safe handling before biscuiting, would be the features making these bodies desirable for wall tile.

Concluding Remarks

(1) In the above discussions, attempt has been made to lay emphasis upon the fact that working properties, color, translucency and glaze fit under the several industrial conditions are the criteria upon which a classification of glazed white ware bodies must be based, and that a classification based on relative absorption would not only lead one sadly astray, if required to produce a body for a given purpose, but would also include body mixtures that are utterly impossible under factory conditions.

(2) The above discussions lead also to the very obvious conclusion that the possible range in variation in the glazed white ware bodies are very narrow and that the difference in formulae used by the manufacturer lies more in the combination of brands of clays, feldspar and flint than in the total "clay" or feldspar content. This is shown to be true in experiments reported by Ernest Mayer (Trans. A. C. S., Vol. IV, p. 27). If a feldspar-clay-flint body formulae has a value for a given purpose or is cherished as a trade secret for any reason, that value would lie wholly in the kinds of materials used and the peculiar proportioning of the several kinds. One potter's china recipe contained nine clays, each in an odd proportion, but that potter had reasons for the use of each of those clays and for the proportional quantity of each, and valued his reasons at \$1,000.00. Yet when his formula was reduced to the simple terms of feldspar, clay and flint, it did not differ materially from that of his neighbor who was making an inferior ware.

(3) Having the best possible combination of materials, it is still possible to make inferior wares, and poor craftsmanship need not necessarily be the cause. Proper biscuit and glaze heat treatment, glaze composition and preparation, are essential to success in any glazed white ware industry.

(4) Having defined one person's idea of the limits of body composition for the several glazed white ware industries, it is hoped that others will put their body formula in the simple terms of feldspar, clay and flint, thus aiding us to have in our transactions an accurate as well as a practical statement of the limits of possible variations in body composition.

Discussion

Mr. Parmelee: I should like to ask whether the flint, feldspar and clay, as shown on the figure, are the ordinary commercial materials, or do those terms represent the composite mineral constitute of the materials used?

Mr. Purdy: The clay, feldspar and flint, as indicated, were the commercial materials, no attempt being made to determine their mineral constitution.

Mr. Parmelee: What is your opinion regarding the effect of the variations in the clay composition?

Mr. Purdy: They would not materially alter the relative area of craze, fit and shivering, and certainly

not the limits of possible body variation for any particular kind of white ware product. A physical difference in the clays are just as apt to be effective in this respect.

Mr. Parmelee: Do these variations, as outlined by the parallelograms, represent compositions successful at definite cone temperatures; that is, in the triangle ABC, for instance, do they represent definite temperatures?

Mr. Purdy: We had separate bodies burned at definite heat limits. With the glaze used, the craze area was bounded by that line, and all the rest of it was fit, whether the biscuit was burned at cone 1 or cone 10. We know, however, that you must burn semi-china biscuit at cone 8 in order to get a good body. If another body mixture should require greater heat treatment, you must use a higher cone; and if less, a lower cone; all, however, must be confined in that triangle. I have taken several formulae for bodies I know to be in use, and reduced them to the simple terms of clay, feldspar and flint, and they all fall in these areas. The diagram is not based altogether on our experimental results in the laboratory.

Mr. Barringer: In the electrical porcelain area described, could not the flint be cut down considerably from a practical standpoint? For instance, I notice that your JIG triangle is well over the 40 per cent. clay line. We plotted an area something like that and then deliberately drew 40 per cent. and 60 per cent. clay lines through it, and took the area between these clay lines as being the most practical.

Mr. Purdy: The extreme clay content in the area for electrical porcelain, shown on the diagram, is about 60 and 22 per cent.

Mr. Barringer: Well, if you run over 60 per cent. you are apt to have sticking to the molds in dry process porcelain, and under that it does not keep its shape. Arbitrarily, therefore, we take between 40 per cent. and 60 per cent.

Mr. Purdy: I define as the area for your complicated electrical insulators, as GACH which has as limits in clay content 30 per cent. and 60 per cent.; but in simple designs, where you are using a feldspar glaze, you can project your bodies into the area GIJ. I know of three or four electrical porcelain plants using bodies located near the point J, but I have not heard of any using bodies located near the point I.

Mr. Barringer: I just spoke of that because I thought it was the outside limit. In the same way, to draw a practical limit on feldspar or flint would probably narrow your limits considerably for these ingredients.

As a man with something to sell, it is up to you to be polite to every possible buyer. The obligation rests with you.

You can sell goods by misrepresentation, but you cannot develop business in that way.

In any kind of advertising or displaying of goods, do not attempt to attract attention by means that may be startling but that are certainly repellant.



Business and Personal Items About Prominent People in Different Branches of the Trade

Gustave Vogt, the chinaware manufacturer and father of Charles Vogt, of Vogt & Dose, 43 Barclay Street, New York, arrived in this country early in the month on the new French Line Steamer France. Mr. Vogt will remain here for about a month.

M. J. Donahue is now in charge of the china and glassware department at the Clarke Brothers store, Scranton, Penna. He was formerly with the Gamble-Desmond Co., New Haven, Conn., in a similar capacity.

Robert Hall, for thirty-five years connected with the William M. Hall Co., North Attleboro, Mass., crockery, glassware and kitchen furnishings, has severed his connection with that firm.

A. G. Lallermund is now with the New York office of Goodwin & Kintz Co., selling their line of lighting fixtures. He was formerly with A. A. Vantine & Co.

G. E. Meissner, manager of the house furnishing department of Bawo & Dotter, New York, sailed for Europe, April 30, on the S. S. Augusta Victoria. Mr. Meissner will visit the principal markets, the length of his stay abroad being undetermined.

The New York office of the John B. Higbee Glass Co. has been discontinued, R. G. West, a representative of the factory arriving in New York, May 1, to look after the samples. The change discontinues Alex. G. Menzies' connection with the company.

William C. McMillan, formerly with the Wallace Company, Schenectady, N. Y., has been engaged to manage the crockery department of Stewart & Co., Baltimore, Md., succeeding B. Stanton, who in the future will devote his entire time to the housefurnishing department.

The A. A. Brager store, Baltimore, Md., have secured W. W. Johnes, formerly of Monticello, N. Y., to buy for and manage their crockery and housefurnishing departments.

Henry Warneke, buyer for Higgins & Seiter, New

York, sailed on the S. S. Celtic, April 25 for Europe, in search of novelties and other foreign offerings in china and glassware.

Mills, Gardner & Co. have removed their Chicago office from its former location in the Heyworth Building to larger quarters on another floor of the same building.

The Crown Novelty Company, manufacturers of electric and gas portables, plateaux trays and mirrors, removed to their new six story concrete factory early in May. They are now ready to serve customers with even greater promptness than before, the larger facilities and improved machinery enabling them to meet any demand. The new address is 1719 West Van Buren Street, Chicago, Ill.

Clarence H. Bauman, for the past eleven years connected with the management of the Globe Pottery Co., East Liverpool, Ohio, has presented his resignation to the board of directors to become effective on or about July 1. Mr. Bauman is forming a jobbing company which will deal in china, pottery, glass, lamps and kindred lines. It is expected that one or two of the well known salesmen in the East Liverpool district will become identified with the new jobbing concern.

Frank Cartwright, who has been chief decorator at the plant of the Globe Pottery Co., East Liverpool, Ohio, has resigned to accept a promising position as manager of the decorating department of a large Trenton, N. J., pottery.

J. H. Venon, the New York importer, sailed on May 10, for a visit of the European markets. He is not expected to return until about August 15.

E. J. Ridgeway, of the firm of Meakin & Ridgeway, American representatives of Minton's, Ltd., and importers of china and rock crystal, sailed Thursday, May 2, for England. Mr. Ridgeway is expected back August 1.

B. White & Co. have engaged S. P. Megahan as manager of their china and housefurnishing depart-

ments. He was formerly a member of the firm of Fry & Megahan, Pittsburgh, and previous to that was in charge of the china and glassware department of Keech & Pickering.

John J. Miller, of Maddock & Miller, and Mrs. Miller, sailed Saturday, May 9, on the S. S. Carmania to visit the potteries of England and France.

The annual meeting of the American Association of Flint and Lime Glass Manufacturers' Association, Inc., will in all probably be held in Atlantic City this year.

The National Association of Pressed and Blown Glassware Manufacturers will hold their annual convention at Atlantic City, N. J., on July 23. The Marlborough-Blenheim will probably be the committee's selection for the convention headquarters.

John S. Earl, a retired cut glass manufacturer, of Brooklyn, N. Y., died of liver trouble early in April. He was connected for many years with the J. Hoare Co., of Corning, N. Y., which firm he left to establish the J. S. Earl Co.

George Greenwald, manager of The Waldo Company, manufacturers of lamp shades, etc., New York, sailed Thursday, May 9, on the French Line S. S. La Provence for Havre and Paris. Mr. Greenwald will be abroad about six weeks visiting the markets in search of novelties in lamps, shades and fabrics.

Alfred G. Moment, has just returned to the district after a trip through New York State and New England with the lines of M. Redon, Limoges chinaware.

K. L. Wedgwood has about completed the arrangement of his new salesrooms at 71 Murray Street, and contemplates sailing to the factories May 31.

E. H. Sebring, of the E. H. Sebring Co., East Liverpool, O., is again busy at his desk after a brief eastern business trip.

Harry W. Smith, manager of the western branch of Roessler & Hasslacher Chemical Co., recently spent a well-earned vacation at West Baden, Ind., deeming the rest necessary in view of the busy summer season contemplated.

After seeing the firm of which he is the head, comfortably located in their new building, Charles E. Haviland, of Haviland Co., sailed for France, Thursday, May, 9, on the "S. S. La Provence." He is expected at the New York office again in October.

Persistence is one of the greatest assets to the man in commercial life. If you don't get what you want the first week remember—there are fifty-two weeks in the year.

All Over the World

Little notes of interest to the trade picked up from different parts of the globe

BOTH china and earthenware, and glass and glassware, according to the latest commercial report of the Australian Commonwealth, made a slight gain over 1910 imports. During 1910 earthenware and china to the amount of \$1,697,820 was imported as against \$2,160,654 in 1911. In glass and glassware 1911 leads with a total of \$2,512,277 worth as against \$2,028,124 imported in 1910.

The end of the lock-out in the German Porcelain industry was reached late in March, a compromise being arrived at whereby some of the demands of the workers were granted. The strike caused material losses both to the working classes and factory owners.

There seems to be an increasing demand in the Syrian markets for cheap Italian earthenware and the better class of French china. English earthenware has been introduced without much success, the quality is inferior to the French ware, with the disadvantage that it is higher in price. The French plates, bowls, platters, cups and saucers, and toilet sets are much in demand. The sales of earthenware in Beyrout are estimated at £25,000 per annum, this market supplying the interior and coast towns.

My word for it, gentlemen (and I have sold goods on the road), there is nothing which so readily breaks the ice in the first fifteen seconds of an interview with a prospective customer, as advertising.—George Batten.

According to consular reports of the German Empire, the exports in the table-china business have been very satisfactory, the total exports from the Empire should exceed those of 1910 by \$750,000. The exports of porcelain and stoneware from one consular district alone to the United States and possessions in 1911 carried a value of \$818,511, as compared with \$735,722 in 1910.

Consul General Frank Dillingham, Coburg, in a report on the progress of the Thuringian industries states that there was a slight increase in all of the products of the porcelain industry, except in hand paintings, which have dwindled to almost nothing. The exports from Coburg to the Philippines during 1911 consisted of \$365 worth of porcelain and stoneware.

There was a falling off in the export of earthenware and glassware invoiced through the American consulate at Liverpool to the United States during 1910 and 1911; earthenware and glassware to the value of \$91,565 being exported in 1910 as against \$76,400 in 1911,

Lamps, Lighting Fixtures, Shades and Art Metal

Big Demand for Lamps in Siam

ALTHOUGH its first capital was founded in 1350, and active trade commenced with Europe in the sixteenth century, the kingdom of Siam, situated down in southeastern Asia, and having a population estimated at 5,000,000, hasn't as yet joined the march of progress in the matter of lighting; electricity and gas being unknown except in the capital of Bangkok, which has an electric light plant. However, there is a steadily increasing market for kerosene lamps as coal is too expensive for use in producing illuminating gas. The greatest demand is for wall lamps, which can be used in the thousands of house boats lining the rivers and canals of Siam. These lamps generally sell for about twenty-five or fifty cents, but nearly every kind of a lamp can find a market. Only the most ordinary lamps are made in the country, they being the work of Chinese tinsmiths; the rest are imported from various countries. According to a recent report to the Bureau of Commerce the United States exported lamps to the value of \$27,144 during the fiscal years ending March 31, 1910-11; the United Kingdom, \$15,873; Germany, \$15,352; Japan, \$21,334; China, Singapore, \$33,503, and Hongkong, \$17,316, all other countries, \$6,219; making the total value of imports during those two years \$136,741.

Edward Miller & Co., are now comfortably located in their new quarters at 48 and 50 Park Place; the new salesrooms while not of a much greater capacity are more conveniently located. Two full stores with a street frontage of fifty feet and a depth of 100 feet are occupied. The moving arrangements were conducted very systematically, there being no interruption of business while under way, the work of wiring and arrangement having been carefully mapped out months in advance by C. A. Holbrook, the New York manager.

A decorative table centre that will surely catch on is the latest product of the Crown Novelty Company, of Chicago, who are displaying a number of new novelties in lighting fixtures, electric portables, plateaux and mirrors at their New York salesroom, 46 West Broadway. These new table centers are a clever combination of Britannia metal, carefully silver plated and lacquered with a transparent material that will not tarnish, entwined around either a cut or pressed glass flower vase with branching lights, the latter being furnished in three, four or five light combinations.

The decorative effect of the piece is furthered by the many beautiful treatments of the glass shades. These shades can be supplied in spiderweb, silver etched, or opal glass at prices ranging from the lowest to the highest, according to the quality of the ware. They are also showing several new numbers in their line of electric portables, in Oriental and modern treatments; and a line of engraved plateaux. These engravings are made to match any cut glass pattern desired. The full line of the company will be completed and open for the inspection of the trade in July.

The fall line of the Waldo Company, importers and manufacturers of shades for lamps, candlesticks and chandelier fixtures in silk, cretonne, lace, linen and paper, 125 East Twenty-third street, New York city, will be an innovation in the manufacture of decorative lamps and shades. Mr. Greenwald, the manager, is now abroad and will give a definite idea of the new line upon his return. He expects to have the sample line ready for the inspection of the trade about the middle of July.

Several new and novel treatments in gas and electric light shades have been placed on the market by the Eagle Glass & Mfg. Co., and are on display at the showrooms of their New York representatives, Malone & Nicholson, 32 Park Place. They are showing a very comprehensive line of shades in decorative effects for side wall and shower fixtures, the latter with centre disks to match.

A feature this season in the line of the United States Glass Co., is a new library lamp, about the



size of the "Jumbo" swing lamp placed on the market by them last year. It comes with chimney to match the bowl or with a shade effect. They are also showing four new lines of one-piece lamps, all produced with the new patented glass collar.

Some splendid decorative treatments are noted among the large line of domes, shades and other lighting effects shown by the Pittsburgh Lamp, Brass and Glass Co., at their New York showrooms. Domes in a wide range of beautiful designs, some in an iced glass with bead fringe form an attractive part of the display. A number of interesting shades in Colonial etched ware, iced treatment in rose, blue, green and a number of other colorings with attractive borders were also noted.

Haviland & Co. Now Uptown

IF the new quarters of Haviland & Co., 11 East Thirty-sixth Street, are to be taken as a criterion of what the up-town trend of the crockery trade will bring, a decided improvement over old conditions will be made. The wholesale departments are on the eleventh and twelfth floors and are unsurpassed for salesroom purposes; with a strong light from every side, deep red fabric wall hangings with carpet to match and fixtures and trim in black with a small moulding of gold, the samples are displayed most effectively. The offices of the firm are on the thirty-seventh street end of the twelfth floor, the same section of the eleventh floor being given over to a special display of hotel china. The private offices are in the tower of the building, the same decorative effect being carried out throughout. Buyers visiting the showrooms will no doubt be pleased with the magnificent view to be had, and moreover the convenience of the location; the terminals of the Pennsylvania and New York Central Railways being close at hand and the leading hotels within a radius of a few blocks. The new location is a decided improvement over anything the old crockery district has to offer and Haviland & Co. are to be congratulated upon the change.

Don't take business risks of any kind unless you are prepared to face the possible loss when they fail.

If you have occasion to change the location of your business, remember that there is no advantage in springing it on the public as a surprise. Advertise it as long as possible beforehand.

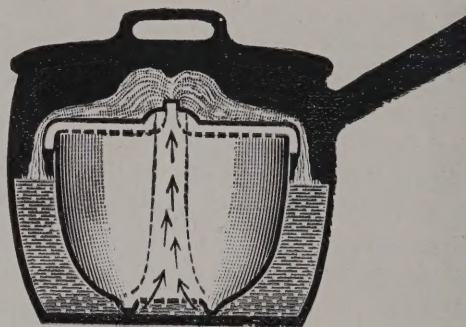
Another Housefurnishing Association

FOR the purpose of bettering the selling conditions that confront the salesmen, to increase the volume of business to be obtained through a central market, and to provide social service to its members, The Chicago Glassware, Crockery and Housefurnishing Association was formed by a group of salesmen from the allied trades at a banquet held in the Hotel Sherman, Friday, April 26. The new association already has a membership of about forty and a number of applications for admission will be acted upon at

the next meeting of the association. H. A. Marshall, Chicago representative of the Fostoria Glass Co., was elected chairman of the organization committee. The remainder of the committee are Paul Fueslein, of Bawo & Dotter; Walter Redfield, with S. A. Weller; Ira Jones, of the Ira Jones Co.; Thomas Schollenberger, and F. W. Gardner, of Mills, Gardner & Co. James Aye was elected secretary of the committee.

A New Cooking Bowl

A NEW Quick-Cooker bowl, a patented device which is meeting with a large demand both in Europe and America, has recently been invented and put upon the market by Messrs. Grimwades, Ltd., of Stoke-on-Trent, England. By the use of this ingenious cooking utensil, not only is time and fuel saved, but what is more important, all parts of a pudding are equally well cooked, and a delicacy of flavor is imparted which tickles the appetite, and doubles the sustaining value of the food. The Quick-Cooker bowl comes



in five sizes, and is manufactured in a fine quality of ironstone china, at a nominal price which is within the reach of all. The scientific construction of the bowl entails a funnel through the centre of the utensil, so that when standing in the sauce pan the boiling water not only surrounds the bowl, but rushes up through this central pipe and sprays over a perfectly fitting lid, the heat thereby being diffuse through all parts of the food. It is thoroughly sanitary in construction and will find a ready sale in any locality.

Crooksville, O.—While the general management of the Crooksville China Co., will remain in charge of Guy Crooks, announcement of a number of changes in the plant have been made. George Hennes has resigned as manager while John Elliott has been made manager of the kiln and machine departments. Ernest Farrell has been named as manager of the clay department.

Sebring, O.—The Limoges Pottery Co., have engaged Harry Buxton as assistant to the general manager to succeed Mr. Bannon deceased. Mr. Buxton was formerly in charge of the decorating department of the Carrollton Pottery Co., Carrollton, O. He will be succeeded at the Carrollton plant by Harry Haines, for some time connected with the supply department of the Roessler & Hasslacher Chemical Co., in East Liverpool, O.

In the New York Market

A Description of Seasonable and Staple Novelties That Have Lately Made Their Appearance and Where to Get Them

BUYERS in search of souvenir assortments of novelties can inspect to advantage the extensive line of the Oriental Glass Co., of Pittsburgh, Pa., attractively displayed at the showrooms of Paul Joseph, Park Place and West Broadway, where the tableware and other lines of this company are also shown. The Oriental line of ruby and gold glassware has been materially increased for the coming season by a new assortment known as the "Koral Floral," which is meeting with great demand and promises to be one of the selling features of the season. There are also assortments in Koral and gold decoration, and the "Riverview" in ruby and gold.

Dealers in search of a strong line of cut glass to feature for the \$2.98 sales during the June season should look over the samples of the Genesee Cut Glass Co. displayed at the new showrooms of H. Benedikt, 71 Murray Street. They are featuring a collection of jugs, bowls, sugars and creams at prices that will allow the dealer a fair margin. The line is an Aster cutting and is very attractive.

Malone & Nicholson, representing Ripley & Co., Inc., Pittsburgh, Pa., have on display many new Colonial effects in glass tableware, jugs, candlesticks, pure food containers, tumblers, etc., some with a myriad pointed star centre. The line is effectively displayed in a recently fitted up showroom at 32 Park Place. The Ripley Company are specializing in provision jars, pure food containers, etc., in which they are paying special attention to the sanitary features of the ware.

Some splendid leaders for twenty-five cent sales are to be

found in the new line of press-cut glassware now being manufactured by the Westmoreland Specialties Co., Grapeville, Pa., and shown at the salesrooms of Demorest & Co., 46 Murray Street. While the line is to be a general one, a five-piece bureau set is particularly attractive, the pattern following closely that seen on the most expensive ware. An eight inch salad bowl with a "buzz-saw" design is also one of the features of the line, which is offered at remarkably low prices. Candle sticks, jugs, vases, sugar and cream sets are also popular numbers of the line.

Several new decorations and shapes have been added to the line of toilet sets of the Buffalo Pottery Co., carried by Bates & Ledden, 65 West Broadway. Pleasing plain band decorations, in a wide range of colorings, a gold band treatment and floral decorations are especially attractive.

The Buffalo Cut Glass Company have sent to their New York representative, I. P. Cohen, 68 Murray Street six new samples that will doubtless tempt the most exacting buyer. Rich deep cuttings in all over patterns predominate and a visit to this salesroom will prove of benefit to the buyer in the market for a high grade article.

E. R. Theiler, 66 Park Place, has just unpacked some very interesting tiles and serving trays from the Dresden factory of Villeroy & Boch, for whom he is the sole representative in the United States and Canada. The new goods, a stock of which is carried, range from teapot tiles to the largest size serving trays, in round, oval and oblong shapes. The decorations consist of conventional German and floral designs upon a colored glaze background, the latter ranging through



Cut glass decanter—Louis Levine, New York

the various tints of blue, brown, green and gray. They are set in a heavy brass frame, nickel plated.

Colonial glassware still holds its popularity in spite of the rather severe patterns of the ware. At the salesroom of Demorest & Co., 46 Murray Street, the complete lines of the Co-operative Flint Glass Company, Beaver Falls, Pa., are shown with a table of new numbers to the 1912 line. The "Martha Washington" pattern is as usual a strong seller and with its clear color and quaint lines will continue to hold its own. Candle sticks in a wide variety of designs are also offered, as well as jugs, vases, bowls, etc.

If in urgent need of Bohemian glassware buyers can order for immediate shipment from the large



Cut glass rose bowl—Louis Levine

stock which I. DeKeyser & Co., 33 Park Place, have on hand.

Several new and novel designs in silver and gold decorations have been added to the already comprehensive line of the Cambridge Glass Company, samples of which are now on display at the showrooms of their New York representative, William Dealing, 25 West Broadway. The line includes all varieties of tableware, both pressed and blown.

If plain tableware is desired the line of the Fostoria Glass Co., shown at their New York salesroom, 66 West Broadway, should receive careful consideration before placing the order. Of a simple Colonial design it has many dainty features lacking in the more expensive glassware that tends to continue its popularity. A fruit or salad bowl with cracked ice receptacle is one of the many novelties in the line.

Distinctiveness both in design and shape is the feature of the new "Roma" line of table decorations, candle sticks, jardinières, window boxes, etc., being shown at the local salesrooms of the S. A. Weller Pottery, West Broadway and Park Place. The pleasant cream colored ground with fruit, floral and con-

ventional ornamentations in delicate tints of red and green, as well as the general usefulness of the different numbers, have made the new line a popular one with the trade. They are also showing a new creation in a dull gray limestone finish that is meeting with a strong demand. This line is termed the "Greystone" and has a rough finish, the decorative effect being in bas relief. Both modern and Grecian designs are used. The line consists of jardinières and other pottery for exterior use, the size ranging from fourteen inches to thirty-eight inches in diameter.

An attractive line of Willets belleek has been added to the sample lines shown at the display rooms of Solomon & Cross, 25 West Broadway. The samples are the product of the New Jersey China Pottery Co., Trenton, N. J., and are offered at prices that should not fail to attract the most conservative buyer. The line includes a large assortment of novelties, tableware, tankard, bowls, vases, etc. The body has an ivory tint which, with the delicate silver inlay work, makes a very effective combination.

The "Buffalo" pattern, a "nineteen-twelve" design of the Niagara Cut Glass Company, continues to hold its popularity. This pattern is offered in thirty-four shapes comprising everything desirable in cut glassware. The complete line can be seen at the showrooms of C. B. & J. Warner, 47 Murray Street. This firm has entered another field and has secured the sole agency in the Metropolitan district for the Paul Revere Silver Co., and are showing a full line of samples.

Wide Use of Portable Kilns

PORTABLE kilns are coming into universal use not only by the smaller decorators but also the large establishments for test work, and those interested in a portable kiln that is thoroughly durable and economical to operate by reason of their low fuel consumption should investigate the "Perfection Kiln," a strictly scientific and practical kiln. B. F. Drakenfeld & Co., 27 Park Place, New York, general selling agents of the Bellevue Furnace Co., will be pleased to mail their new catalogue and give further particulars as to the advantages of using the "Perfection" for firing china, glass and pottery.

Cut Glass Manufacturers to Hold Banquet in June

PLANS are being formulated for the annual banquet of the National Association of Cut Glass Manufacturers, President H. D. Carey, of Jermyn, Pa., and Secretary Arthur L. Blackmer, of New Bedford, Mass., having spent some time in New York city recently making arrangements and also for the purpose of securing a reduction in the classification of cut glass with attendant reduction in freight. The banquet will be held at the New Grand Hotel, New York City, early in June.

Leading dealers everywhere read POTTERY AND GLASS.



Notes About New Firms Entering the Pottery and Glass Field and Changes in Old Concerns

A RECENT addition to the ranks of the retailers is a new department store to be opened at Wrentham, Mass. It is capitalized at \$20,000 and has at its head Frank B. Brightman, S. M. Brightman and A. J. Cunningham.

Simon Sadek, who bought out an established crockery and glassware business in July, 1911, at 1600 Madison Avenue, New York, made an assignment to Morris Jablow April 16.

A serious fire swept the store of the Yunger & Stilcke Crockery Co., 354 East Water Street, Milwaukee, Wisconsin, on April 13. The loss is estimated at \$35,000, all covered by insurance.

William Fisher, a dealer in chinaware at Sixth and Central Avenues, Cincinnati, Ohio, has leased the building at 313 East Pearl Street, that city, and will open a branch store.

A petition in bankruptcy was filed against Aaron Lubash, a Jersey City, N. J., crockery dealer, in the United States District Court, at Trenton, on April 17. The petitioning creditors are the George W. Travers Co., New York; Joseph Urban, West New York, N. J., and Samuel Bloomer, of Hoboken, N. J.

Harry Keller, who was formerly with Flower & Company, Chicago, Ill., has established himself in the crockery and glassware business in Grand Rapids, Michigan. He is carrying an extensive line of cut glass.

The Lincoln Crockery Company, Lincoln, Nebraska, filed a voluntary petition in bankruptcy with the clerk of the Federal court on April 19. The company which has a capital stock of \$46,600 has been engaged in the china and glassware business, wholesale and retail, for a number of years and the majority of the stock is held by Carl Funke, the president, Lillie H. Funke and C. G. Crittenden, all of Lincoln. The total liabilities amount to \$31,726.57, of which \$1,205.42 is for taxes and \$30,521.15 is for unsecured claims. The assets total \$50,754.20. The heaviest

unsecured claims are held by two New York china houses and are for \$1,138.71 and \$1,306.19 respectively.

Kinney & Levan, wholesale and retail dealers in crockery, Cleveland, are having a thoroughly modern reinforced concrete building erected on Euclid Avenue. The property upon which the new store will stand was at one time offered for sale for non-payment of taxes and the abstract brought to light many interesting things. It contains the purchase price paid by all of the former owners, the names of many pioneers being mentioned.

The Joseph Horne Co., Pittsburgh, Pa., recently conducted their second annual ceramic salon, an exhibition intended primarily for amateur painters, although a separate room was devoted to the work of teachers. Hundreds of art enthusiasts were attracted to the store, one entire side of the chinaware department being devoted to the exhibition of decorated ware.

The J. H. Buettner Furniture and Carpet Co., Washington Avenue and Seventh Street, St. Louis, Mo., announce that they have discontinued their crockery and housefurnishing department.

J. W. Swain has engaged in the electric and gas lighting business in Boston. He was formerly connected with George W. Beals, and more recently with McKenney & Waterbury Co.

The retail crockery and wall paper store of G. H. Mylkes, Burlington, Vt., has been materially enlarged during the past month, an additional floor being added to the space already occupied. The crockery department now occupies the second floor, and in the spacious quarters the various lines of china, glassware, brass and nickle goods are effectively displayed.

Laurens & Rowe, of Oneonta, N. Y., recently occupied their new quarters at 195 Main Street, where the scope of the business is greatly increased.

Among the Glass Houses

BEING A PAGE OF SHORT NOTES OF BUSINESS AFFAIRS IN THE DIFFERENT FACTORIES

Honesdale, Pa.—The Crystal Cut Glass Co., organized in December, 1911, have purchased the large brick factory owned and formerly occupied by Kelly & Steinman, previous to their removal to Deposit. The building was originally valued at \$16,000 but the purchase price is stated to have been in the neighborhood of \$8,000. Immediate possession was given. The officers of the Crystal Cut Glass Co., are: P. B. Peterson, president and treasurer; Charles P. Schuller, vice president; Benj. Strongman, secretary; George W. Hessler, superintendent; Chester A. Garratt, counsel and also a director. The entire output of the plant is now taken by Bawo & Dotter, New York city, this company being stockholders in the cut glass company.

Charleroi, Pa.—The Macbeth-Evans Glass Company are building a new decorating room and rebuilding and enlarging the polishing department of its plant. The new decorating department will be a three story structure, fifty by two hundred feet.

Port Jervis, N. Y.—A two story frame factory is now in course of construction on Erie Street which upon completion will be used as the glass cutting shop of Edward W. Mayer. Lack of room and constantly increasing business made it necessary to secure other quarters. The new building will be 84x28 feet with an addition 12x14 feet. It will be equipped with steam heating apparatus and electric motors will be installed to furnish the motive power. It is expected that the new structure will be ready for occupancy in June.

Byesville, O.—The Cambridge Glass Co. have secured the services of L. A. Fletcher as business manager. Mr. Fletcher formerly represented the Duncan & Miller lines in Boston but resigned last January. The Byesville plant will make a specialty of thin blown and paste mold work.

Warsaw, Ind.—Work on the new cut glass factory at the foot of South Detroit Street is about completed and it is expected that the manufacturers will take possession at an early date. The structure is 3 stories in height, of brick and thoroughly modern.

Bellaire, O.—The tableware factory of the Imperial Glass Co., is unusually busy and giving employment to a large force of workmen. There is an increasing demand for the product of this company in many sections of the country.

Pittsburgh, Pa.—The glass decorating plant of the McGee-Deiters Co., Brilliant, Ohio, has been purchased by the Pennsylvania Glass Co. They con-

template enlarging the plant and manufacturing decorated glassware, giving employment to many additional hands.

Tarentum, Pa.—The plant of the Tarentum Glass Company closed down late in April for an indefinite period. It is stated that the long severe winter and slow pay on the part of many buyers has hit many manufacturers rather hard.

Brooklyn, N. Y.—The three hundred and forty-nine cutters at the big plant of Thomas Shotten & Co. cut glass works recently went on a strike and were out for three weeks. The trouble originated over the discharge of a foreman. The men returned by mutual agreement. The Shotten factory is credited with being one of the largest in the world and can turn out 1,000 eight inch bowls on the same day the order is received.

Warwood, West Va.—Work has been commenced on the main building of the Wheeling Tumbler Co.'s plant, and as soon as possible the machinery will be installed and the business started.

Hawley, Pa.—Another cut glass factory is contemplated for this place, the Wangum Cut Glass Co., having contracted for a two-story building to be erected upon a lot recently purchased by them along the river front. The new plant will be two stories in height and constructed of concrete blocks and thoroughly modern in every particular. Seventy frames are anticipated and a high grade of cut glass will be turned out. The factory will be ready for occupancy about the first of July.

East Liverpool, O.—The Boosters Club of North Side, have a movement on foot for the purchase of the site of the old Specialty Glass Co., destroyed by fire a number of years ago, with a view of securing a glass factory for this section.

Moundsville, W. Va.—The punch, tumbler and stemware department of the Fostoria Glass Co.'s plant is operating full capacity at the present time, but, it is said, conditions are not so good in the press department, some of the shops dividing time. It is expected that the \$150,000 improvements at the plant will be completed by August first, work progressing on time.

Aurora, Ill.—Heinz Brothers, makers of art cut glass, with a factory at St. Charles, Ill., report that this has been the busiest season they have known in years. Although the usual number of skilled men have been at work the firm is hiring others from the east to handle the rush of business.

Some Ready Made "Ads."

A number of suggestions for the Retailer who recognizes the value of having good advertising copy

ADVERTISING, like salesmanship, is based both on a knowledge of the goods to be sold and an understanding of human nature. The successful merchant keeps his establishment constantly before the public. No store is so small that a certain amount of news is not created daily. Tell it to your townesfolk in a common sense manner and success will crown your efforts. Has not the population and wealth in your locality increased since you entered the field? Has the volume and value of your business increased accordingly? If not you need to change your advertising policy. The following show how the field can be covered in a readable, newsy way:

WEDDING GIFTS

Nothing is more acceptable to the newlyweds than rich cut glass. Every bride wants to fill up that glass closet as soon as possible and we are in a position to help her. Superior buying facilities and heavy purchases enable us to make prices materially lower. We offer for your inspection richly cut crystals, deep cuttings, best blanks and perfect polish. The collection includes cut glass electroliers with twelve inch shade, a finely cut base, nickel fittings and cut prisms; punch bowls, 12 and 14 inches in diameter; fruit or salad bowls; footed cream sets on cut glass trays, and also an immense assortment of water tumblers, heavy blanks with deep cuttings. Your inspection of our stock will be appreciated.

CHINA SALE

Our friends have been quick to discern—and to compliment us on—the individual note in the great periodic events of our store. Co-operation with the leading European manufacturers of fine chinaware enables us to offer you merchandise the quality, quantity and assortment of which has never been approached. Limoges dinner sets, 220 to 100 pieces, in charming floral designs; every piece coin gold stripped. Others in new border effects with festoons of flowers in brown and green, still others in characteristic French floral sprays with stipple coin gold edges. The prices are extremely moderate. In fact, almost every popular line of dinnerware is represented in this great sale.

LAMPS, HANGING DOMES, ETC.

Lamps of every description for every use are here. Three hundred handsome library lamps, complete with gas or electric fittings, in beautiful designs, art glass shades twelve inches across, fringed to harmonize with the glass panels. Twenty-three inches in height and in Grecian antique gold or verde green finish. Willow lamps with cretonne or silk lined shades for summer homes—oil, gas or electric fittings; also a wide variety of hanging domes, some in rich mosaic designs in colored glass, completely fitted. When shopping visit our lamp department, a veritable wonderland.

DINNER CHINA AND GLASSWARE

Have you seen our latest importations in German china cups and saucers? Dainty rose decorations that are especially tempting, one large rose covers almost the entire surface. Then there is our line of colonial glassware. In graceful, artistic shapes of old colonial times, the "heaviness" usually found in ordinary heavy glassware is done away with and you will find our line very inexpensive as well as decidedly appropriate for everyday table usage.

Creating Demand for Guernsey Ware

ENTERPRISING dealers throughout the country are taking advantage of the national-wide advertising campaign of the "Guernsey" Earthenware Co., and are stocking up on this up-to-date cooking utensil line, the deep rich brown exterior and spotless white interior of which is gradually becoming

known in every town in the country. Educating the housekeepers up to a point where they will demand "Guernsey" ware from their home dealers has become a fact and already scores of inquiries have been received asking for information as to the nearest "Guernsey" dealer. The acquisition of an absolutely sanitary and acid proof cooking or serving utensil is the desire of the modern housekeeper, who has begun to learn that there are other ways of cooking food than by boiling, broiling or roasting, all of which processes call for a high heat. She has come to know that long slow baking, at a gentle heat, best conserves the nutritive element of food and the flavors that render it most agreeable to us. A desire to have a few pieces of the ware is created and if her dealer cannot supply her wants the wide awake competitor gets the business. The Guernsey Earthenware Co., have prepared and are sending broadcast to dealers, three hundred thousand copies of a little book on "Cooking and



Serving," which used in connection with the retailers local advertising is certain to attract attention to "Guernsey." It is the intention of the company to add several new numbers to their line, which as it stands now includes all the regular shapes, round and oval, running in sizes from individual dish to the family casserole. When in the New York market buyers can see the entire line, attractively displayed at the salesrooms of Bates & Ledden, 65 West Broadway, the Eastern representatives of the company.

Novelties Shown by Peters and Reed

THERE is a continued demand for the products of the Peters & Reed Pottery, South Zanesville, Ohio, some of the new designs recently put on the market meeting with great favor among the trade. An Egyptian pot, finished in red burned color with scroll decorations and their No. 77 Jardiniere, the latter a pleasing combination in red effectively decorated with autumn leaves of gold, seem to be the favorites, the attractiveness of the goods and popularity appealing to the retailers throughout the country. Dealers should write the Peters & Reed Pottery Co. asking to be placed on their mailing list for the illustrated circulars which they send to the trade from time to time.



Coffee pot of the Rector service and teapot of the Ritz-Carlton tea service. Both supplied by Porcelaines G. D. A.

Meeting Hotel Demands in China

THERE is no end to the building of large hotels in the big cities and each one strives to break the record by being larger, taller, more elegant or superlative in some way, and this, of course, necessitates the same progress in the chinaware used on their tables.

Among these, and possibly the most notable, are in New York City, the Ritz-Carlton and Rector's, in Chicago the Blackstone, in Pittsburgh the Hotel Schenley, and in Portland, Oregon, Bower's new hotel, all of which are furnished throughout with the G D A-Limoges china, each having its own separate design made expressly for it and in many cases from sketches furnished by architect or designer.

Besides these large hotels, Porcelaines G D A have furnished notable outfits to the Ward Line of Steamers, new Steamer "La France" of the Compagnie Generale Transatlantique, the Bohemian Club of San Francisco, the Larchmont Yacht Club, and most recently of all to the Lawyers' Club, New York, to furnish their new rooms in the Trinity Building.

For more than forty years, this house has made a specialty of hotel, club and restaurant supplies and, through their system of preparing special decorations and designs, differing in each case and appropriate to the outfit with which it is to be used, have had constantly increasing success in this department.

Anent the Coming Housefurnishing Show

CONSIDERABLE interest is being awakened in the housefurnishing and crockery and glass trades over the National House Furnishing trade exposition to be held at the Grand Central Palace, New York, during August. Such an exposition is really a necessity to the trade in general and without doubt it will benefit the manufacturer and dealer in many ways.

Selling goods by salesmen on the road is a costly method of distribution; your prospects are scattered, some of them are sure to be away when your representative calls, and more often than otherwise you approach him when he is least interested in your goods. Through the agency of a trade exposition, however, you are able to concentrate the guns of your selling force on the very people who buy and place orders, and not on some inefficient underhelp. You have the opportunity, in addition, of presenting your wares in an attractive manner which is greatly increased by the general spirit of the show. It may be said that buyers will not attend a trade exposition, but such an assumption is not grounded on fact. Buyers go to Europe to save ten per cent.; and it has been found that they will go anywhere where they can obtain advantages in price or in the selection of goods.

The dealer, likewise, has everything to gain from a properly conducted trade show. Firstly, he has, practically, the entire market to choose from. This, in itself, is vastly important. The salesman on the road who calls on him sounds only the praises of his own line and does not enumerate the advantages of his competitors goods. Now if only one salesman calls on a dealer, as is frequently the case, he learns of only one line and it may easily chance that this line is the least desirable of all on the market. At a trade show such a condition is impossible. Here the wares of many manufacturers are displayed and the dealer can choose those which appeal to him as being best suited to his particular clientele.

The National House Furnishing Trades Exhibits Co. are doing everything in their power to make this, their initial show, a pronounced success. They are doing a mighty good work, and it cannot but be hoped that those interested will see the advantages of attending. Space is selling rapidly and it behooves you to make reservation early.

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W A N T E D

Advertisements in this department, five cents a word. Minimum charge one dollar.

Pottery and Glass, 395 Fourth Avenue, New York.

WANTED:—Local representatives for Pottery and Glass.

If you are in any way connected with the pottery and glass trade or any business which brings you into contact with buyers, salesmen, stock clerks, designers, manufacturers connected with this field; pottery, glass lamps, art metal and other accessories; you will have many opportunities of calling attention to this publication. Pottery and Glass is just what they all want. You will find that you can easily add a substantial amount to your income by congenial work that will not interfere with your present duties. For particulars, address Pottery and Glass, 395 Fourth Avenue, New York.

WANTED—Superintendent for large cut glass factory;

light and heavy cuttings; must thoroughly understand designing and cutting of floral patterns and all branches of cut glass business; good position for right party; write giving reference, etc., by first letter. Address Cut Glass, care of POTTERY AND GLASS.

It is better to lose some business by short hours than to use up your health trying to be on the job all day and every day.

Keep the surplus stock in the store room in good order and you will not be as likely to reorder on goods that you already have on hand.

Every dollar that you can increase receipts without increasing expenses reduces the percentage expense of transacting business.

The way to attract the best trade is to use the best methods and to sell the best goods.

Martin China

Limoges, France

Gustafsberg China

Sweden

Reijmyre Glassware

Sweden

Kosta Crystal

Sweden

*The new import samples are
ready for the inspection
of the trade*

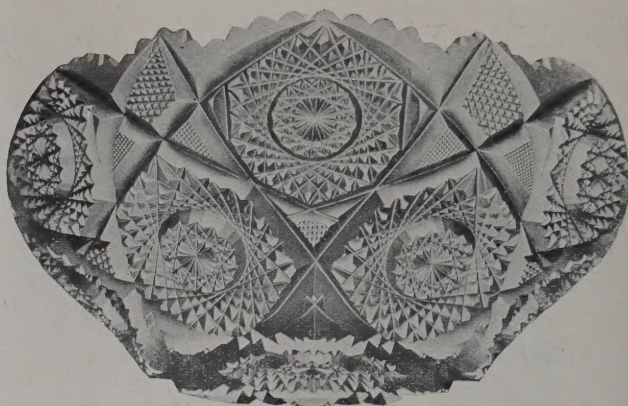
When you are in New York TAKE THE FIFTH AVENUE AUTOBUS, get off at Washington Square and come to look at them. Your fare will be well spent

J. H. VENON, SOLE AGENT

43 to 51 W. Fourth Street

Cor. Washington
Square

New York



Special Cut Glass

*FOR JEWELERS AND
DEPARTMENT STORES*

Rich in effect, attractive in design and perfect in quality. The kind of glass that "shows up well." Good terms and good prices. Write today. . . .

McKanna Cut Glass Co.

HONESDALE - - - - PA.

THE DECORATIVE FURNISHER



FEBRUARY 1912
T. A. CAWTHRA & CO.
PUBLISHERS, NEW YORK

Volume XVII Number 5

25 cents per copy \$2.00 a year

IF YOU CARRY ART FURNITURE PIECES WHICH GO WITH FINE CHINA AND GLASS, YOU SHOULD READ THE DECORATIVE FURNISHER

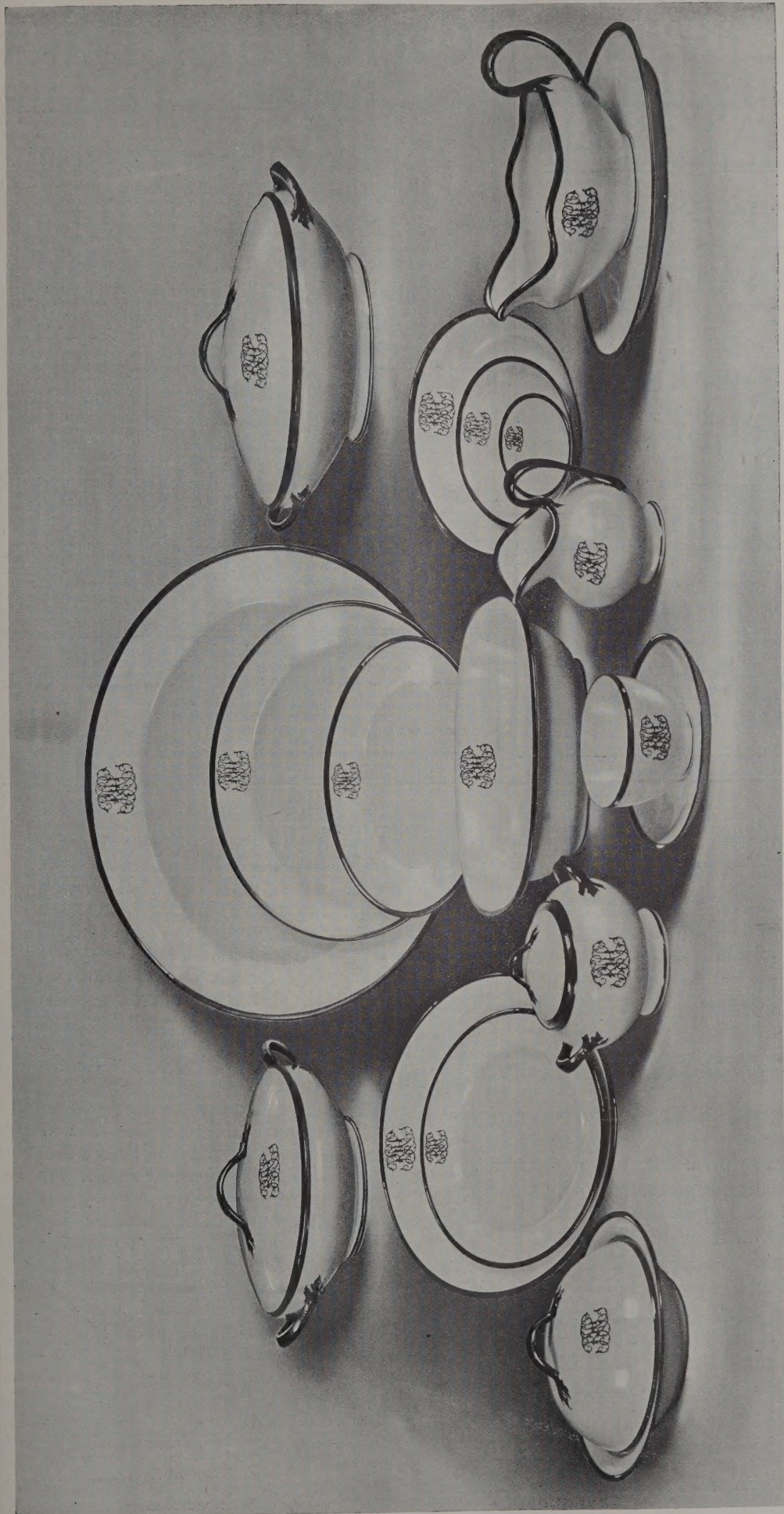
It will keep you informed concerning cabinets, stands, trays, etc., which are used with decorative china, pottery and glass in the home and will acquaint you with the leading makers of such furniture. Subscription price, \$2.00 a year.

T. A. CAWTHRA & CO., Publishers

395 Fourth Avenue

:: :: :: ::

New York



100 PIECE DINNER SET WITH GOLD MONOGRAM, GOLD BAND, SOLID HANDLES, FOR \$45.00

12 Dinner Plates
12 Soup " "
12 Tea " "
12 Preserve " "
12 Bread and Butter

12 Cups and Saucers
1 Platter, 16 inch
1 Platter, 12 inch
1 Pickle Dish
1 Baker

1 Round Covered Dish
1 Oval Covered " "
1 Gravy Boat and Stand
1 Butter Dish
1 Sugar
1 Cream

Our new proposition is offered accordingly: one hundred pieces of the best china, each piece monogrammed with gold and each monogram in absolute keeping with the shape and size of each individual piece. Best Burnished Gold used only. This is a dinner set unexcelled. Your customer selects the style of lettering from your samples; you write us and we ship complete and carefully packed for \$45.00.

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DO YOU HANDLE 50 PER CENT. OF THESE "LINES THAT SELL"

JARDINIERES
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PITCHERS
COMBINETS
TOILET WARE
STONE WARE
FLOWER POTS

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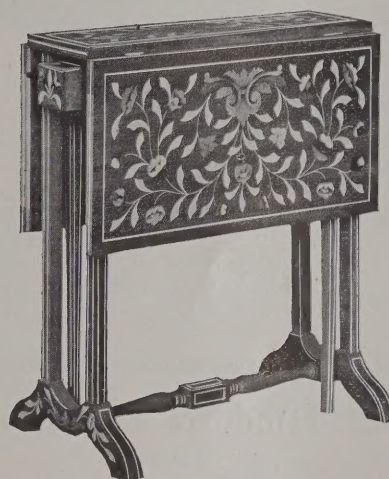
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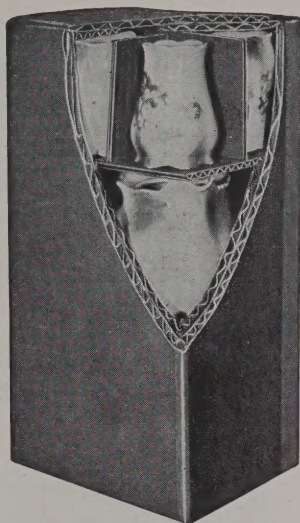
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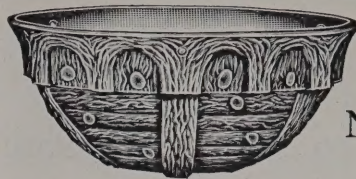
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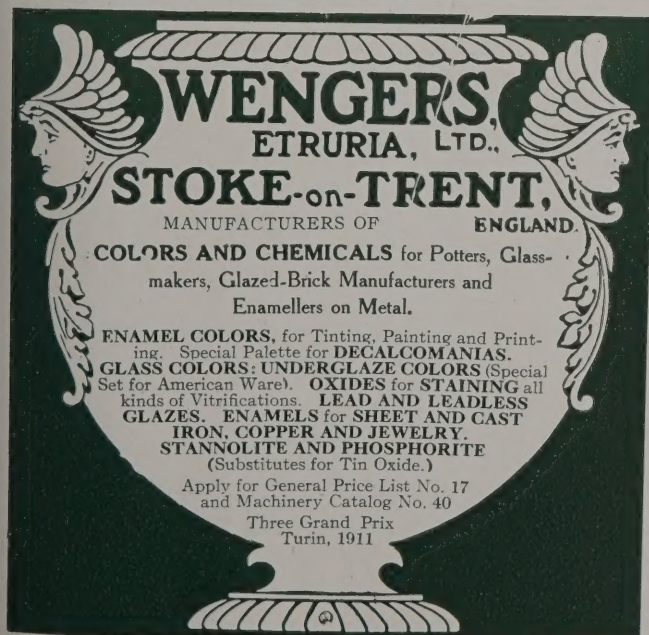
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